



# Community Engagement & Communications Strategy

## February 2025

Researched & Developed by Council's Community Projects,  
Tourism & Economic Development Dept.

# ACKNOWLEDGEMENT TO COUNTRY

Council acknowledges the Custodians of the lands and waters within our Shire and recognises their continuing responsibilities to care for country and of teaching and learning.

We pay respects to Elders past and present, and extend our respects to all Aboriginal & Torres Strait Islander First Nations Peoples.





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# Purpose of this strategy

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The purpose of the Balranald Shire Council's **Community Engagement and Communications Strategy** is to foster a transparent, inclusive, and collaborative relationship between the Council and the Shire's community.

This strategy aims to enhance community participation in decision-making processes, ensure effective dissemination of information, and gather valuable feedback from residents.

By prioritising open dialogue and engagement, the Council seeks to empower residents, address community needs, and build trust, ultimately leading to more informed and responsive governance that reflects the aspirations and values of the Balranald Shire community.





# Council's Commitment

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Balranald Shire Council is committed to fostering an open and transparent environment where community voices are valued and heard. We pledge to actively engage with our residents through meaningful communication and consultation processes that encourage participation and collaboration.

Our goal is to ensure that all community members have the opportunity to contribute to the decision-making that affects their lives and the future of our Shire. We will strive to provide timely, accessible, and relevant information to our community, creating a culture of trust and respect.

Through this commitment, we aim to build strong partnerships with our residents, enhance community well-being, and promote a vibrant, inclusive Balranald Shire.



# Communications versus Community Engagement

**Communications** and **community engagement** are two related but distinct concepts.

**Communications** generally refers to the dissemination of information to a specific audience or the general public. It can be undertaken via a range of different analogue and digital mediums, including printed materials, signage, websites, and social media. The goal of communications is typically to **inform, educate, or persuade people**.

On the other hand, **community engagement** refers to the process of involving people in decision-making processes that affect their lives. It is a two-way process that involves active listening, dialogue, and collaboration between individuals, organisations, and communities. Community engagement aims to **build trust, foster relationships, and promote social inclusion** by involving people in shaping the policies, programs, and services that affect them.



# What we've heard from our **Shire Community**

Balranald Shire Council Council has a long history of engaging with the community on local and regional issues. This Strategy has been specifically designed to meet today's needs while being aware that the way people seek information is constantly changing and evolving.

In October and November 2022 a survey was conducted by the Taverner Research Group. 153 adult residents across the shire completed the survey (113 via mobile phone and 40 via fixed-line phone). Key findings of the survey in reference to communications between Council and residents are summarised on this page.



Council's **Newsletter** and **letterbox drops** was the preferred method of being informed of Council activities, services and policies



**Council's website/online** was the preferred method to make a payment



**Phoning the Council** was the preference to requesting Council to do something



**Face to Face** was the preference when completing Council applications & forms



**Face to Face** was the preference to giving and receiving important information and issues



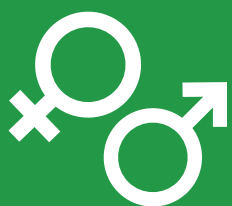
**Phone and email** was the preference to receiving information during fires & floods

# Our Community Profile

If Balranald Shire consisted of 100 people, there would be

**50**

Females



**50**

Males

**17**

reporting one long term health condition

**20**

aged 14 years & under

**5**

reporting two long term health condition



**3**

reporting three or more long term health condition

**60**

aged 15-64 years  
(the working age population)



**20**

65 years & over

**78**

are born in Australia



**77**

speak English only at home

**6**

are Aboriginal and/or Torres Strait Islander

**22**

are born overseas



If Balranald Shire Council consisted of 100 people, for the population aged 15 years and over, there would be

**28**

not in the labour force



**56**

56 in the labour force

**3**

Unemployed

**25**

managers

**63**

working full-time

**11**

technicians & trades



**17**

labourers



**28**

working part-time

**9**

Professionals

**30**

are working 45 hours or more per week



**8**

Batchelor Degree and above education

**12**

provide unpaid assistance to a person with a disability, health condition or due to old age

**14**

year 9 or below education

**10**

would walk to work



**21**

do voluntary work through an organisation or group

If there were 100 houses in the  
Balranald Shire Council, there would be

**70**

family houses



**28**

single person  
houses

**21**

unoccupied  
houses

**2.5**

average of  
people in each  
home

**6**

without a  
registered motor  
vehicle

**21**

would have a  
weekly income of  
LESS THAN \$650  
each week



**13**

would have a  
weekly income  
of MORE THAN  
\$3.000 each  
week



A drawing from the Balranald Central School when asked  
"What do you love most of where you live?"

# Our Objectives & Desired Outcomes

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## Objective 1: Desired Outcomes

Increase Community Awareness and Participation

- A measurable increase in community attendance at council meetings and events, with diverse demographic representation
- Enhanced visibility of council activities and initiatives through targeted outreach and communication channels.
- The community has higher levels of understanding and greater support for Council initiatives

## Objective 2: Desired Outcomes

Foster Transparent Communication

- Improved public access to information regarding council decisions and processes, leading to higher community trust in governance
- Community has greater clarity around Council budget and decision making and is better informed and aware of Council services and activities
- Regular updates through various platforms ensure that residents are informed about council activities and can easily provide feedback.

### **Objective 3:**

**Build Trust & Collaboration**



### **Desired Outcomes**

- Strengthened relationships between the council and community members, reflected in increased community involvement in decision-making processes
- Positive feedback from residents regarding council responsiveness and accountability.

### **Objective 4:**

**Enhance Inclusivity in Engagement Efforts**



### **Desired Outcomes**

- Broader representation of diverse community voices in engagement activities, ensuring that all demographic groups feel valued and heard.
- Development of tailored engagement strategies that cater to underrepresented groups, leading to increased participation from these communities

### **Objective 5:**

**Promote Local Events and Initiatives**



### **Desired Outcomes**

- Increased attendance and participation in local events, with positive community feedback indicating a greater sense of belonging and pride in local initiatives.
- Enhanced visibility of local events through effective marketing strategies, leading to stronger community connections.



## Objective 6: ➡ Desired Outcomes

### Evaluate and Adapt Engagement Strategies

- Continuous improvement of engagement strategies based on community feedback and evaluation metrics, resulting in more effective and relevant communication efforts
- Regular reviews and adjustments to plans reflecting community needs and priorities, ensuring ongoing engagement effectiveness.





# Roles & Responsibilities

In order to ensure the integrity of the Community Engagement and Communications Strategy, everyone involved has a role to play, including Councillors, staff, and the community. The following table summarises the role of stakeholders involved in **Balranald Shire's** engagement activities.

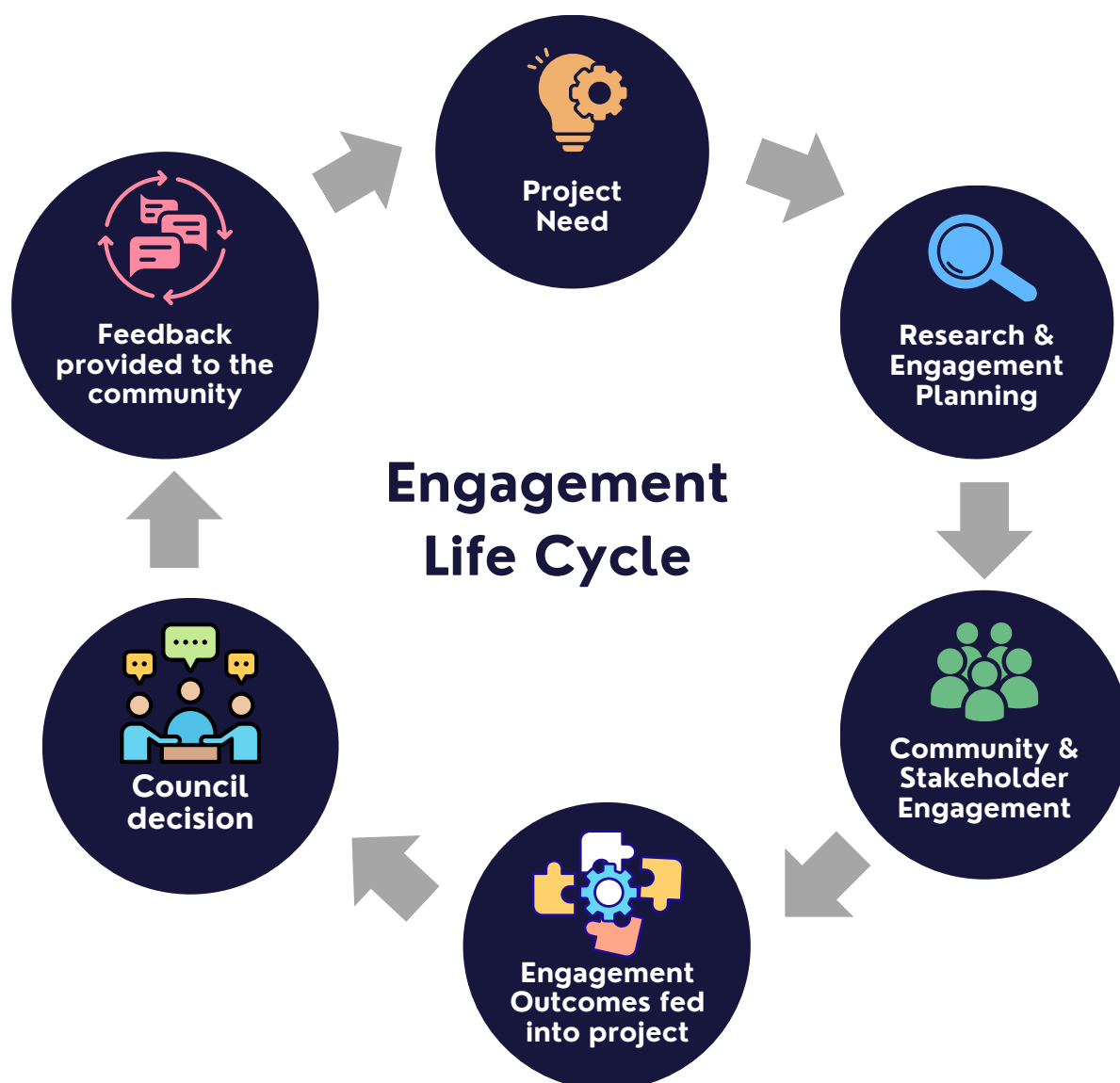
Stakeholder	Responsibilities
<b>Council</b>	<ul style="list-style-type: none"><li>• Responsible for decision-making in accordance with relevant legislation</li><li>• Responsible for endorsing the shire's strategic approach to community engagement.</li><li>• Supporting our commitment to planning and delivering community engagement by approving adequate resources.</li><li>• Promoting community engagement opportunities and encouraging participation of the community.</li><li>• Ensuring that community and stakeholder views are given due consideration when making decisions.</li><li>• Articulating how the community's views have been considered in the decision made.</li></ul>
<b>Council Staff</b>	<ul style="list-style-type: none"><li>• Ensuring the Community Engagement Strategy is consistently implemented and applied across the organisation.</li><li>• Ensuring the community engagement needs across all projects, issues and initiatives are effectively considered and resourced.</li><li>• Analysing feedback received during community engagement activities and using this information to make recommendations and/or inform a course of action.</li><li>• Communicating the outcome and what decision was made and how the community's views have been considered in the decision.</li><li>• Evaluating community engagement activities ensuring adequate feedback is provided to all participants and where necessary, the broader Balranald Shire community.</li></ul>

Stakeholder	Responsibilities
<b>Community Engagement Team</b> (Appointed staff within Council)	<ul style="list-style-type: none"><li>• Provide ongoing guidance and support to staff and contractors in planning and delivering community engagement activities.</li><li>• Coordinating the management of community engagement resources, including engagement collateral, templates and the website</li><li>• Identifying and responding to the training and development needs of staff in relation to community engagement practice.</li><li>• Measuring, reporting on and reviewing the effectiveness of the Community Engagement Strategy.</li></ul>
<b>Community &amp; Stakeholders</b>	<ul style="list-style-type: none"><li>• Openly receive and consider information provided in relation to community engagement projects.</li><li>• Actively participate in community engagement activities by providing considered, constructive input.</li><li>• Promote engagement opportunities and encourage participation among relevant networks.</li><li>• Communicate with Councillors and Council staff to discuss issues, needs or opportunities to enhance community engagement activities,</li><li>• including participating in relevant evaluation processes.</li></ul>



# Our decision-making process

In reaching **key decisions**, Council balances a range of factors to ensure that decisions are in the public interest. These factors include strategic priorities as outlined in corporate plans and related policy, community input, strategic plans and applicable policies and guidelines. This is demonstrated through the **Engagement Life Cycle** as follows:



# Our Principles of Engagement & Communication

When communicating and engaging with our community, Balranald Shire Council will **apply** the following **principles**:



## Transparency

- Council empathises the importance of open and honest communication with our community.
- We are committed to share information about decision-making processes, project developments and Council activities to build trust and ensure that our community feels informed and included.



## Inclusiveness

- Council will focus on engaging a diverse range of community members, ensuring that all voices are heard, particularly those from marginalised or underrepresented groups.
- Council will use various methods to reach out and facilitate participation, ensuring that everyone has the opportunity to contribute to discussions & decisions



## Collaboration

- Council will work together with community members, stakeholders and local organisations.
- We will encourage partnerships and co-creation, allowing Council and the community to share ideas, resources and responsibilities in addressing local issues and achieving common goals.



## Responsiveness

- Council will actively listen to community feedback and concerns and if able we will adapt plans and actions based on that input.
- Our communications will be timely and taking action on community suggestions or concerns to foster a sense of ownership and engagement.





### Relevance

- Council's communication will be candid, factual, meaningful and relevant to our community.
- Consultations undertaken will be genuine and clearly identify the expected level of input or collaboration
- Council will ensure that each encounter with the community will be sincere and worthwhile



### Sustainability

- Council will ensure that practices are long-lasting and beneficial for future generations.
- Council will create ongoing channels of communication and engagement that remain accessible and effective over time, fostering a continuous dialogue between Council and our community.





# Our Engagement Planning Approach - IAP2

When engaging with the community, we will engage as early in the project's lifecycle as practicable, at the highest level possible, within legislative, time and budget considerations or explain to the community our reasons. We will adhere to an engagement model based on **International Association for Public Participation (IAP2) model** which is recognised as **best practice** approach and is widely used by local and state governments in Australia. This model has been adapted to align with our community.

Level	Description	Promise to the Public	Examples of Tools/ Techniques
<b>INFORM</b>	Provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions	We will keep you informed	Newsletter, website, public notices, social media, flyers, letters, emails, noticeboard, signs, posters
Community's Role: <b>LISTEN</b>			
<b>CONSULT</b>	To obtain community feedback on analysis, alternatives and/or decisions	We will listen to your concerns & aspirations and provide feedback on how public input influenced the decision	Surveys, questionnaires, small group discussion, one-on-one, "Have your say" pop-ups
Community's Role: <b>CONTRIBUTE</b>			
<b>INVOLVE</b>	Work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed	Public meetings, workshops, focus groups, World Café, Advisory Committees,
Community's Role: <b>PARTICIPATE</b>			
<b>COLLABORATE</b>	Partner with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	We will look to you to ensure that your concerns are reflected in the alternatives developed	Advisory committees, joint planning sessions
Community's Role: <b>PARTNER</b>			
<b>EMPOWER</b>	The community will identify what is important for our community and take action to implement change where necessary	We will work together with you to implement what you decide the best we can	Council Elections Community Strategic Plan & other IP&P supporting documents
Community's Role: <b>LEAD</b>			

# Our Communication & Engagement Methods

Balranald Shire Council will pay close attention to the way Council shares information and how Council invites participation depending on the topic or issue. The following outline current methods that Council can use for communications with the community and stakeholders:



## Sharing Information

- Council Monthly Newsletter
- Letterbox drops
- Media releases via various mediums (print, social and broadcast media)
- Social Media Posts on Council's social media page/s
- Social media posts on community social media pages
- Briefings and presentations
- Corporate website
- Emails
- Rate Notices
- Flyers
- Posters
- Visitor Information Centre
- Noticeboard displays
- Letters
- Phone Calls



## Seeking Input

- Focus groups
- Advisory Committees
- Working groups
- Graphic Facilitation
- Workshops
- Forums
- Pop-Up Engagement
- Surveys & Questionnaires - Online, one-on-one, phone
- Brainstorming idea generation
- Dotmocracy
- World Café
- Moderated online meetings and workshops
- Place-based engagement

# Our Stakeholders -

## Engagement Strategies & Communication Activities

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### Identification and analysis

Stakeholders are any individual or group who has an interest in decision making. They may be residents, ratepayers, business owners, customers, community interest groups, agencies or hard-to-reach groups.

Many people belong to more than one 'community' and will engage with Council on issues that are relevant to them at a particular time. A community may be a geographic location (community of place), a community of similar interest or a community of affiliation or identity (such as business or sporting clubs).

While most community engagement undertaken by Council staff is done in-house, from time-to-time Council will contract consultants to undertake work on behalf of Balranald Shire Council.




Previous analysis of participants in Council engagement projects has identified gaps in the following population groups, compared with their representation in the overall community:

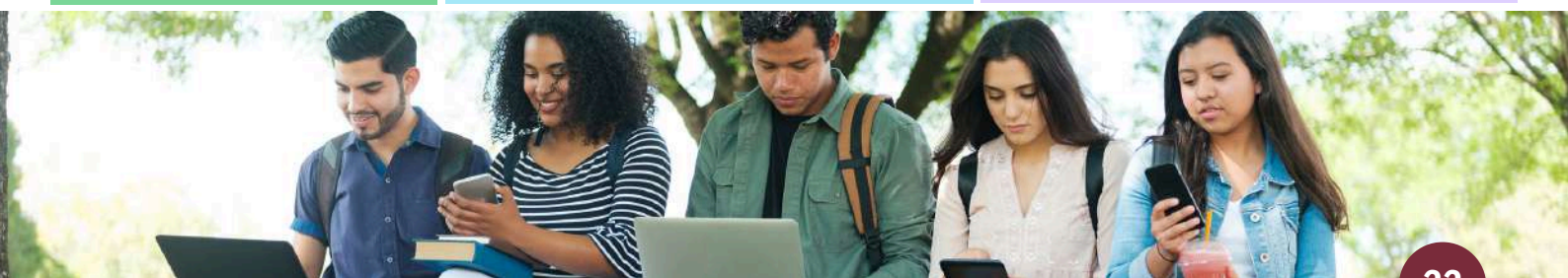
- People aged under 35 years, in particular people aged 16 – 24 years
- People from culturally and linguistically diverse populations
- Aboriginal and Torres Strait Islander people
- People with low digital literacy and/or without internet access




It is imperative when Council outlines engagement communication strategies to our community stakeholders that it is inclusive of all community population groups within our shire.



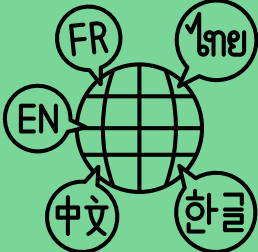

# Engagement Strategies & Communication Activities

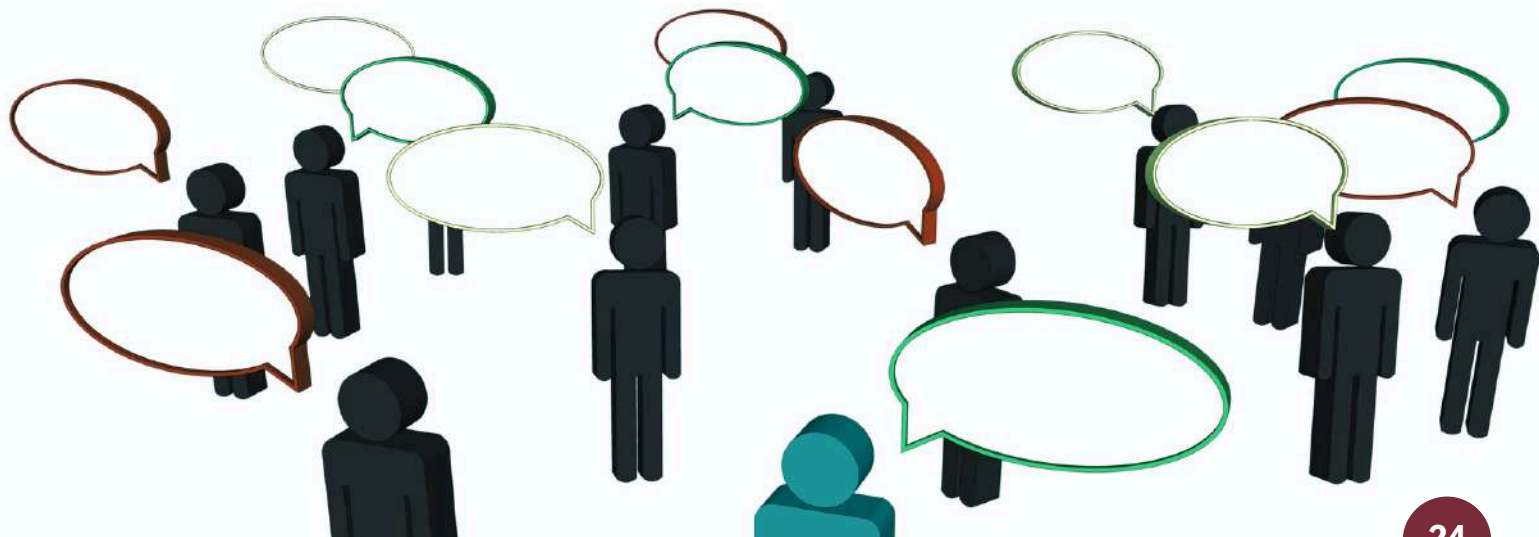
Community Stakeholders	Engagement Strategies	Communication Activities
<b>Local Residents</b> 	<ul style="list-style-type: none"> <li>• Community forums and community meetings to discuss local issues.</li> <li>• Surveys and feedback forms distributed online and in community centers and regularly frequented shops &amp; venues</li> <li>• Regular newsletters (digital and print) providing updates on council activities.</li> </ul>	<ul style="list-style-type: none"> <li>• Social media campaigns highlighting community events and council initiatives.</li> <li>• Informational brochures and flyers about services and upcoming projects.</li> <li>• Workshops on topics of interest (e.g., waste management, local history, tourism, etc.).</li> </ul>
<b>Youth &amp; Students</b> 	<ul style="list-style-type: none"> <li>• Workshops and focus groups in schools to gather youth perspectives</li> <li>• Places where youth gather</li> <li>• Sporting clubs</li> <li>• Establish a Youth Advisory Committee (as previous) to involve young people in decision-making.</li> <li>• Collaboration with local schools for community service projects</li> </ul>	<ul style="list-style-type: none"> <li>• Social media campaigns tailored to youth interests (Instagram stories, Facebook reels &amp; videos, YouTube )</li> <li>• Use polls and surveys on social media</li> <li>• Competitions (art, essay, etc.) to encourage participation and express ideas.</li> <li>• Through Youth services</li> <li>• Youth Programs such as those run by the library</li> <li>• Adopt less formal approach &amp; use youth-friendly language</li> </ul>
<b>Elderly Residents</b> 	<ul style="list-style-type: none"> <li>• Regular visits and outreach programs in our aged care facilities.</li> <li>• Focus groups to discuss issues affecting seniors (transport, health services).</li> <li>• Collaboration with local organisations that support the elderly.</li> <li>• Foster intergenerational programs that can foster mutual understanding and provide opportunities for seniors to engage with younger individuals.</li> </ul>	<ul style="list-style-type: none"> <li>• Print newsletters with large, readable fonts and clear language.</li> <li>• Telephone hotlines for information and support.</li> <li>• Hosting social events to foster community connections.</li> </ul>



Community Stakeholders	Engagement Strategies	Communication Activities
<p><b>First Nations People</b></p> 	<ul style="list-style-type: none"> <li>• Building partnerships with First Nations leaders and organisations.</li> <li>• Inform the community of opportunities to have a say through the Local Aboriginal</li> <li>• Cultural competency training for council staff to enhance understanding.</li> <li>• Involvement in traditional ceremonies and events to strengthen relationships.</li> </ul>	<ul style="list-style-type: none"> <li>• Bilingual materials that respect our First Nations' languages and cultures.</li> <li>• Storytelling sessions to share cultural perspectives and history.</li> <li>• Dedicated digital space for our First Nations community news and events</li> <li>• In-person notification of opportunities to have a say</li> <li>• Share information through community service networks</li> </ul>
<p><b>Business Owners</b></p> 	<ul style="list-style-type: none"> <li>• Business roundtables to discuss economic development and support.</li> <li>• Networking events to foster collaboration among local businesses.</li> <li>• Economic surveys to assess needs and challenges faced by businesses.</li> </ul>	<ul style="list-style-type: none"> <li>• Email newsletters with resources, funding opportunities, and business news.</li> <li>• Dedicated section on Council's website for business support and information.</li> <li>• Highlighting successful local businesses through case studies or features in newsletters and on social media.</li> </ul>
<p><b>People with a Disability</b></p> 	<ul style="list-style-type: none"> <li>• Seek support from disability support services to promote and facilitate engagement</li> <li>• Seek advice from Council's Disability Specialists to design, promote and deliver engagements</li> <li>• Engage the Balranald Shire Council Inclusion Action Plan and form a working group along with people with disability in the community in identifying and developing engagement opportunities</li> <li>• Co-design accessible parks, playgrounds and other community assets and programs with people with disability</li> <li>• Choose locations that are easily accessible for engagement activities</li> </ul>	<ul style="list-style-type: none"> <li>• Share engagement opportunities through community service networks</li> <li>• Provide information in alternative formats, including Easy-to-read English and hard copy versions, as well as Word and accessible PDFs</li> <li>• Ensure Council's website is compliant with the latest standards in web accessibility</li> <li>• Printed and online material uses simple English, large fonts, appropriate images, contrasting colours, clear structure and headings etc.,</li> <li>• In-person communication is clear and respectful</li> <li>• Promote the National Relay Service - <a href="https://www.accesshub.gov.au/about-the-nrs">https://www.accesshub.gov.au/about-the-nrs</a></li> </ul>



Community Stakeholders	Engagement Strategies	Communication Activities
<p><b>People who speak a language other than English at home</b></p> 	<ul style="list-style-type: none"> <li>• In-person engagements (in libraries and other venues with an interpreter present where necessary)</li> <li>• Seek support from local and regional support services</li> <li>• Ensure key engagement information is in community languages</li> <li>• Consider establishing a multicultural advisory committee or panel</li> <li>• Identify and build relationships with leaders in the community</li> <li>• Employ bi-lingual workers with training/qualification in interpreting</li> </ul>	<ul style="list-style-type: none"> <li>• Promote the availability of free Translating and Interpreter Service (TIS) for people who contact Council via the phone – <a href="https://www.tisnational.gov.au/">https://www.tisnational.gov.au/</a></li> <li>• Ensure key information is provided in community languages upon request</li> <li>• Display important information in public locations in a range of languages (Libraries and Customer Service Centres, shops etc.)</li> <li>• Provide video material with translated captions</li> <li>• Share information through community service networks</li> <li>• Information in English is simple and easy to understand with images that support the interpretation of the message</li> </ul>
<p><b>People with a low digital literacy or without a home internet connection</b></p> 	<ul style="list-style-type: none"> <li>• Be more visible in the community (i.e. attend community events, pop-ups and other activations)</li> <li>• Ensure participation can occur in-person or over the phone – not just online</li> <li>• Enable internet access at Libraries and pop-up internet cafes</li> </ul>	<ul style="list-style-type: none"> <li>• Disseminate information and engagement opportunities via letterbox drop or hard copy Newsletter and flyers</li> <li>• Display hard copy information and surveys at Council's Customer Service and key community centres such as the Library &amp; shops</li> <li>• Utilise signage in high-traffic locations around the community</li> </ul>



# ACTION PLAN Our Objectives, Strategies & Actions

## Objective 1:

### Increase Community Awareness and Participation

Strategies	Actions
<b>1.1 Develop targeted communication campaigns using various media platforms</b>	<p><b>Social Media:</b></p> <ul style="list-style-type: none"><li>• Create a content calendar outlining key topics, events, and announcements to be shared across platforms (Facebook, Instagram, Twitter).</li><li>• Develop engaging multimedia content (videos, infographics, images) that highlights council initiatives and encourages community participation.</li><li>• Use targeted ads on social media to reach specific demographics based on interests, location, and age groups.</li><li>• Host live Q&amp;A sessions or virtual town halls on social media to engage directly with the community and answer questions in real time.</li></ul> <p><b>Newsletters:</b></p> <ul style="list-style-type: none"><li>• Design a monthly e-newsletter that includes updates on council activities, upcoming events, and opportunities for community involvement.</li><li>• Segment the newsletter audience to tailor content to different groups (e.g., families, seniors, youth) for a more personalized approach.</li><li>• Include testimonials or success stories from community members to highlight the impact of council initiatives.</li><li>• Provide clear call-to-action buttons for readers to easily register for events, participate in surveys, or engage with council services.</li></ul> <p><b>Local Newspapers:</b></p> <ul style="list-style-type: none"><li>• Write and submit regular columns or articles to local newspapers highlighting key council projects and community events.</li><li>• Develop press releases for major announcements or initiatives to be published in local news outlets.</li><li>• Create advertisements for upcoming events or initiatives that will run in the community sections of local newspapers.</li><li>• Partner with local journalists to feature stories that focus on community engagement and highlight resident participation in council activities.</li></ul> <p><b>Community Bulletins and Notices:</b></p> <ul style="list-style-type: none"><li>• Distribute flyers or posters in high-traffic community areas (libraries, community centers, schools) to promote events and initiatives.</li><li>• Utilize bulletin boards in local businesses and community hubs to share information about upcoming meetings and activities.</li><li>• Create a dedicated section on the council's website for community announcements and updates, ensuring easy access for residents.</li></ul> <p><b>Feedback Mechanisms:</b></p> <ul style="list-style-type: none"><li>• Implement short surveys or polls through social media and newsletters to gather feedback on the effectiveness of communication efforts and community interests.</li><li>• Encourage community members to share their preferences on how they would like to receive information, adjusting strategies accordingly.</li></ul>

## Strategies

### 1.2 Organise community forums and workshops to discuss council initiatives and gather input.

## Actions

#### Identify Topics and Objectives:

- Conduct a needs assessment through surveys or community feedback to determine relevant topics for forums and workshops.
- Define clear objectives for each forum or workshop, such as collecting input on a specific project, providing updates, or fostering dialogue.

#### Schedule and Promote Events:

- Choose accessible dates and times for forums and workshops, considering community availability (e.g., evenings or weekends).
- Utilize various platforms (social media, newsletters, local newspapers) to promote events, ensuring broad reach and visibility.
- Create eye-catching promotional materials (posters, flyers) and share them in community centers, libraries, schools, and local businesses.

#### Select Appropriate Venues:

- Choose venues that are accessible to all community members, including those with disabilities (e.g., community halls, parks, schools).
- Ensure that the venues are equipped with necessary facilities (AV equipment, seating arrangements) for effective presentations and discussions.

#### Facilitate Engagement:

- Design interactive agendas that encourage participation, such as breakout sessions, roundtable discussions, or panel Q&As.
- Use tools like sticky notes, whiteboards, or digital platforms for attendees to share their thoughts and ideas collaboratively.
- Assign trained facilitators to guide discussions, ensuring that all voices are heard and respected.

#### Collect and Analyse Feedback:

- Distribute feedback forms (physical or digital) at the end of each event to gather insights on what worked well and what can be improved.
- Record discussions or take notes during forums and workshops to capture key points and community input accurately.
- Summarize and analyze feedback to identify recurring themes or concerns raised by the community.

#### Follow-Up Communication:

- Share a summary of the forum or workshop outcomes with participants and the broader community through newsletters or social media.
- Outline how community input will influence council decisions or initiatives, fostering a sense of ownership and involvement.
- Thank participants for their contributions and encourage ongoing dialogue through future events or feedback mechanisms.

#### Establish a Regular Schedule:

- Plan to hold community forums and workshops on a regular basis (e.g., quarterly) to maintain engagement and build relationships with residents.
- Create a calendar of upcoming events and share it with the community to ensure residents are aware of opportunities to participate.

*Analyse the input and feedback from the community in the workshops and provide follow-up communications on workshop outcomes*

## Objective 2:

### Foster Transparent Communication

Strategies	Actions
<b>2.1 Implement an open data policy to share relevant information with the community.</b>	<p><b>Develop the Open Data Policy:</b></p> <ul style="list-style-type: none"><li>• Form a working group that includes council staff, IT specialists, and community representatives to draft the open data policy.</li><li>• Define the scope of the policy, specifying what types of data will be made available (e.g., budgets, project plans, community statistics).</li></ul> <p><b>Identify and Prioritise Data Sets:</b></p> <ul style="list-style-type: none"><li>• Conduct an inventory of existing data held by the council to determine which datasets are suitable for public release.</li><li>• Prioritize datasets based on community interest and relevance, such as environmental data, public health information, and service usage statistics.</li></ul> <p><b>Ensure Data Accessibility and Usability:</b></p> <ul style="list-style-type: none"><li>• Format data in user-friendly formats (e.g., CSV, JSON) and ensure it is easily downloadable or accessible online.</li><li>• Create a user-friendly online portal or website section where community members can access and interact with open data.</li></ul> <p><b>Establish Data Governance and Maintenance:</b></p> <ul style="list-style-type: none"><li>• Designate a team or individual responsible for the ongoing management of the open data portal, including data quality control and regular updates.</li><li>• Develop guidelines for data security and privacy to protect sensitive information while ensuring compliance with relevant laws and regulations.</li></ul> <p><b>Promote the Open Data Initiative:</b></p> <ul style="list-style-type: none"><li>• Launch a public awareness campaign to inform the community about the availability of open data, utilizing various communication channels (social media, newsletters, community meetings).</li><li>• Host informational sessions or workshops to educate community members on how to access and utilize the data effectively.</li></ul> <p><b>Encourage Community Engagement and Feedback:</b></p> <ul style="list-style-type: none"><li>• Create feedback mechanisms (surveys, suggestion boxes) to gather input from the community on the types of data they would like to see and how they are using the available data.</li><li>• Foster partnerships with local organizations, schools, and universities to encourage innovative uses of the data, such as research projects or community initiatives.</li></ul> <p><b>Monitor and Evaluate Impact:</b></p> <ul style="list-style-type: none"><li>• Track usage metrics of the open data portal to assess community engagement (e.g., number of downloads, page views).</li><li>• Conduct periodic reviews of the open data policy and its implementation, making adjustments based on community feedback and technological advancements.</li></ul> <p><b>Report Progress and Successes:</b></p> <ul style="list-style-type: none"><li>• Regularly report back to the community on the impact of the open data policy, showcasing successful uses of the data and improvements made based on community input.</li><li>• Highlight stories or case studies demonstrating how open data has been utilized to benefit the community, fostering continued interest and engagement.</li></ul>

*Encourage community feedback*

## Strategies

### 2.2 Utilise multiple communication channels to ensure information is accessible to all residents

## Actions

#### Identify Target Audiences:

- Conduct demographic research to understand the various segments of the community (age, language, tech-savviness) to tailor communication methods effectively.
- Create personas representing different community groups to guide the development of targeted communication strategies.

#### Diversify Communication Platforms:

- **Social Media:** Maintain active profiles on popular platforms (e.g., Facebook, Instagram, Twitter) to share updates, engage with residents, and promote events.
- **Website:** Ensure the council's website is user-friendly, mobile-responsive, and contains a dedicated section for news, events, and resources.
- **Email Newsletters:** Develop segmented email lists to send tailored newsletters to different community groups, highlighting relevant information.
- **Local Newspapers:** Regularly submit articles, updates, and advertisements to local newspapers to reach residents who prefer traditional media.

#### Enhance Accessibility:

- Provide content in multiple languages and formats (e.g., plain language summaries, audio recordings) to cater to diverse community needs.
- Ensure all online materials comply with accessibility standards to assist individuals with disabilities.

#### Leverage Community Partnerships:

- Collaborate with local organizations, schools, and community groups to disseminate information through their networks and platforms.
- Engage community leaders and influencers to help amplify messages and reach wider audiences.

#### Implement a Feedback Loop:

- Create easy ways for residents to provide feedback on communication efforts (e.g., surveys, comment sections on social media).
- Regularly review feedback to identify gaps in communication and adjust strategies accordingly.

#### Organise Community Information Sessions:

- Host regular community meetings or forums (in-person or virtual) to provide updates and answer questions directly from residents.
- Use these sessions as opportunities to gather input on future communication needs and preferences.

#### Utilise Visual and Interactive Content:

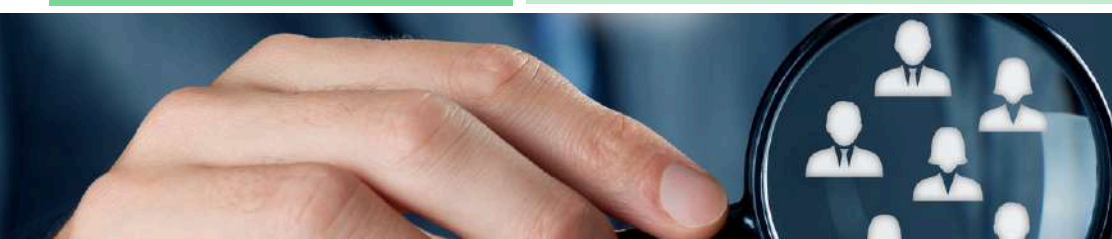
- Create engaging visual content (infographics, videos) to summarize key information and make it more appealing and digestible.
- Consider interactive tools (polls, quizzes) to engage the community and gather insights on their preferences.

#### Provide Printed Materials:

- Develop printed brochures, flyers, and posters that can be distributed in public spaces (libraries, community centers, local businesses).
- Ensure that printed materials are available in accessible formats, and consider mailing important updates to residents who may not have internet access.

#### Monitor and Evaluate Communication Effectiveness:

- Track engagement metrics across different channels (e.g., social media interactions, website traffic) to assess which methods are most effective.
- Conduct periodic evaluations to measure the reach and impact of communication efforts, using insights to refine strategies.





## Objective 3:

### Build Trust and Collaboration

Strategies	Actions
<b>3.1 Establish partnerships with local organisations and community groups to co-host events and initiatives.</b>	<p><b>Identify Potential Partners:</b></p> <ul style="list-style-type: none"><li>• Research local organizations, community groups, and businesses that align with the council's goals and values.</li><li>• Create a list of potential partners, including schools, non-profits, cultural organizations, and local businesses.</li></ul> <p><b>Reach Out and Build Relationships:</b></p> <ul style="list-style-type: none"><li>• Schedule introductory meetings or informal gatherings with representatives from identified organizations to discuss potential collaboration opportunities.</li><li>• Develop a partnership proposal outlining mutual benefits, shared goals, and potential event ideas to present during initial discussions.</li></ul> <p><b>Co-Create Events and Initiatives:</b></p> <ul style="list-style-type: none"><li>• Collaborate with partners to brainstorm and design events that meet community needs, such as workshops, festivals, or informational sessions.</li><li>• Leverage each organization's strengths and resources (e.g., venues, expertise, networks) to enhance the quality and reach of the events.</li></ul> <p><b>Establish Clear Roles and Responsibilities:</b></p> <ul style="list-style-type: none"><li>• Define and document the roles and responsibilities of each partner involved in planning and executing events to ensure accountability and clarity.</li><li>• Create a timeline for planning and executing events, including milestones and deadlines for each partner.</li></ul> <p><b>Promote Joint Events:</b></p> <ul style="list-style-type: none"><li>• Develop a joint marketing strategy to promote co-hosted events through each partner's communication channels (newsletters, social media, websites).</li><li>• Utilize shared branding and messaging to create a cohesive promotional campaign that highlights the collaborative effort.</li></ul> <p><b>Engage the Community:</b></p> <ul style="list-style-type: none"><li>• Invite community members to co-create events by soliciting their input and ideas through surveys or community meetings.</li><li>• Encourage local organizations to involve their members or clients in the planning and execution of events, fostering a sense of ownership.</li></ul> <p><b>Provide Training and Resources:</b></p> <ul style="list-style-type: none"><li>• Offer training sessions or resources for partner organizations to help them effectively contribute to event planning and execution.</li><li>• Share best practices for community engagement and event management to ensure successful collaboration.</li></ul> <p><b>Evaluate and Reflect on Events:</b></p> <ul style="list-style-type: none"><li>• After each co-hosted event, conduct a debriefing session with all partners to evaluate the event's success, gather feedback, and identify areas for improvement.</li><li>• Use surveys or feedback forms from attendees to gather insights on their experiences and suggestions for future initiatives.</li></ul> <p><b>Maintain Ongoing Communication:</b></p> <ul style="list-style-type: none"><li>• Establish regular check-in meetings with partners to discuss upcoming initiatives, share updates, and explore new collaboration opportunities.</li><li>• Foster a collaborative network by inviting partners to join a community coalition or forum that meets periodically to discuss shared goals and initiatives.</li></ul> <p><b>Celebrate Successes:</b></p> <ul style="list-style-type: none"><li>• Recognize and celebrate the successes of co-hosted events through social media shout-outs, joint press releases, or community spotlights.</li><li>• Highlight stories of partnership impact in newsletters or local media to encourage continued collaboration and inspire other organizations to join.</li></ul>

## Strategies

### 3.2 Encourage feedback through surveys and suggestion boxes during local events.

## Actions

#### **Design Feedback Tools:**

- Create concise and user-friendly surveys that focus on key aspects of the event, such as organization, content, and overall satisfaction.
- Develop both digital (QR codes linking to online surveys) and physical suggestion boxes to accommodate different preferences among attendees.

#### **Promote Feedback Opportunities:**

- Clearly communicate the importance of feedback to attendees before and during the event, emphasizing how their input will help improve future initiatives.
- Use signage at the event to direct attendees to the suggestion boxes and inform them about the surveys, including QR codes for easy access.

#### **Incentivise Participation:**

- Offer small incentives for completing surveys, such as entry into a raffle for local prizes or discounts at local businesses to encourage higher participation rates.
- Promote these incentives through event announcements and materials to motivate attendees to provide their feedback.

#### **Train Staff and Volunteers:**

- Equip event staff and volunteers with information on how to guide attendees in completing surveys and using suggestion boxes.
- Encourage staff to engage with attendees to emphasize the importance of their feedback and assist with any questions about the process.

#### **Set Up Feedback Stations:**

- Create designated feedback stations with tablets or kiosks for digital surveys, along with physical suggestion boxes, to make it easy for attendees to provide input.
- Ensure these stations are conveniently located near event entrances/exits or high-traffic areas to maximize visibility and accessibility.

#### **Collect and Analyse Feedback:**

- Regularly check suggestion boxes and compile responses from surveys after each event to gather insights promptly.
- Analyze the feedback to identify trends, common themes, and specific suggestions for improvement.

#### **Share Feedback Outcomes:**

- Summarize the feedback results and communicate them back to the community through newsletters, social media, or follow-up events, demonstrating that their input is valued and considered.
- Highlight any changes or improvements made based on community feedback to reinforce the importance of their contributions.

#### **Conduct Follow-Up Surveys:**

- After significant events, consider conducting follow-up surveys a few weeks later to gather additional insights on long-term impressions and changes in community sentiment.
- Use this data to assess the impact of implemented changes based on feedback from previous events.

#### **Create a Continuous Feedback Loop:**

- Encourage ongoing feedback by providing online surveys or suggestion forms on the council's website, allowing residents to share their thoughts beyond events.
- Promote the availability of these feedback options through all communication channels.

#### **Evaluate Feedback Mechanisms:**

- Periodically review the effectiveness of feedback collection methods (surveys, suggestion boxes) to determine if they are meeting community needs.
- Adjust survey questions or suggestion box locations based on feedback from attendees about their experiences with the feedback process.

## Objective 4:

### Enhance Inclusivity in Engagement Efforts

#### Strategies

##### 4.1 Identify and address barriers to participation for underrepresented groups

#### Actions

##### **Design Conduct Needs Assessments:**

- Engage with underrepresented groups through focus groups, interviews, or surveys to understand their specific barriers to participation (e.g., language, accessibility, cultural differences).
- Analyse demographic data to identify groups that may be underrepresented in council activities.

##### **Create Inclusive Communication Materials:**

- Develop promotional materials in multiple languages and use plain language to ensure clarity and accessibility for diverse audiences.
- Use visual aids and infographics to convey information that may be more easily understood than text-heavy documents.

##### **Enhance Accessibility:**

- Ensure that venues for events are physically accessible to individuals with disabilities, including wheelchair access and suitable seating arrangements.
- Provide accommodations such as sign language interpreters or assistive listening devices at events, as needed.

##### **Implement Flexible Scheduling:**

- Schedule events at various times (e.g., evenings, weekends) to accommodate different work schedules and commitments.
- Consider the cultural calendars of different community groups when planning events to avoid conflicts with significant cultural or religious observances.

##### **Foster Partnerships with Community Organisations:**

- Collaborate with local organizations that serve underrepresented groups to promote events and gather insights on how to improve participation.
- Leverage the networks of these organizations to reach individuals who may be hesitant to engage with the council directly.

##### **Create Safe and Welcoming Spaces:**

- Foster an inclusive environment at events by training staff and volunteers on cultural competency and sensitivity.
- Promote a respectful atmosphere where all individuals feel valued and comfortable sharing their perspectives.

##### **Utilise Feedback Mechanisms:**

- Implement feedback forms specifically targeting underrepresented groups to gather insights on their experiences and suggestions for improvement.
- Analyse feedback to identify common barriers and prioritize actions to address them.

##### **Incorporate Diverse Perspectives:**

- Involve representatives from underrepresented groups in the planning and decision-making processes to ensure their voices are heard and considered.
- Establish advisory committees or focus groups that include diverse community members to provide ongoing input on council initiatives.

##### **Promote Awareness of Participation Opportunities:**

- Use targeted outreach strategies to inform underrepresented groups about council initiatives, events, and participation opportunities through community networks.
- Host informational sessions in community spaces frequented by underrepresented groups to build awareness and trust.

##### **Monitor and Evaluate Participation:**

- Track attendance and participation rates of various demographic groups at council events to assess the effectiveness of inclusion efforts.
- Regularly review and adjust strategies based on evaluation findings to continuously improve access and participation.

## Strategies

### 4.2 Develop materials in multiple languages and formats to reach diverse audiences

## Actions

#### Identify Target Languages:

- Conduct a needs assessment to determine the most commonly spoken languages within the community, focusing on those spoken by underrepresented groups.
- Collaborate with local organizations and community leaders to identify languages that are essential for effective communication.

#### Hire Professional Translators:

- Engage professional translators who are fluent in the identified languages to ensure accuracy and cultural appropriateness of the materials.
- Utilize translation services that specialize in public sector communications to maintain clarity and professionalism.

#### Create User-Friendly Formats:

- Develop materials in various formats, including printed brochures, digital documents, infographics, and videos, to cater to different preferences and accessibility needs.
- Ensure that all materials are available in both high-contrast and standard formats for visual accessibility.

#### Use Plain Language:

- Simplify language in all materials to enhance understanding, avoiding jargon and complex terminology that may be difficult for non-native speakers.
- Include visual aids (icons, images) to convey messages clearly and support comprehension across language barriers.

#### Conduct Community Reviews:

- Share translated materials with community representatives from target language groups for feedback to ensure cultural relevance and clarity.
- Organize focus groups to review materials and gather input on how effectively they communicate the intended message.

#### Utilise Multimedia Approaches:

- Create videos or audio recordings of key messages in multiple languages, allowing for auditory learning and engagement.
- Incorporate subtitles in different languages for videos and presentations to enhance accessibility for non-native speakers.

#### Provide Digital Accessibility:

- Ensure that all digital materials are accessible to individuals with disabilities by following web accessibility standards (e.g., alt text for images, screen reader compatibility).
- Develop a dedicated section on the council's website to host multilingual resources, making them easy to find and access.

#### Promote Availability of Resources:

- Actively promote the availability of multilingual materials through community networks, social media, and local organizations to reach diverse audiences.
- Share information about available resources in multiple languages during community events and meetings.

#### Train Staff and Volunteers:

- Provide training for council staff and volunteers on the importance of cultural sensitivity and effective communication with diverse audiences.
- Encourage staff to familiarize themselves with the translated materials to assist residents in their preferred languages.

#### Monitor and Evaluate Effectiveness:

- Gather feedback from community members regarding the clarity and usefulness of multilingual materials to assess their effectiveness.
- Regularly review and update materials based on community feedback and changing demographics to ensure continued relevance.

## Objective 5:

### Promote Local Events and Initiatives

#### Strategies

##### 5.1 Utilise social media campaigns and partnerships with local businesses to advertise events.

#### Actions

##### Create a Social Media Campaign Plan:

- Develop a comprehensive campaign plan that outlines key messages, target audiences, platforms to be used (e.g., Facebook, Instagram, Twitter), and a timeline for posts leading up to the event.
- Identify specific goals for the campaign, such as increasing event attendance, raising awareness, or engaging with the community.

##### Design Engaging Content:

- Create visually appealing graphics, videos, and promotional materials tailored for each social media platform, incorporating event details and calls to action.
- Use engaging storytelling techniques to highlight the significance of the event and its benefits to the community.

##### Leverage Local Influencers:

- Identify and collaborate with local influencers, community leaders, or popular social media personalities to help promote the event through their channels.
- Provide influencers with promotional materials and key messages to ensure consistency in communication.

##### Engage Local Businesses:

- Reach out to local businesses to form partnerships for cross-promotion, where businesses can share event information in their newsletters, social media, or storefronts.
- Offer businesses promotional materials (posters, flyers) and social media content they can share with their customers to enhance visibility.

##### Use Paid Advertising:

- Consider using targeted social media ads to reach specific demographics within the community, focusing on interests relevant to the event.
- Set a budget for paid promotions and monitor engagement metrics to assess the effectiveness of the ads.

##### Create Event-Specific Hashtags:

- Develop a unique hashtag for the event to encourage community members to share their experiences on social media, creating a sense of excitement and engagement.
- Promote the hashtag in all event materials and posts to facilitate tracking and interaction.

##### Host Interactive Online Activities:

- Organize social media contests or challenges related to the event, encouraging community participation and sharing.
- Run polls or quizzes on social media to engage followers and build anticipation for the event.

##### Collaborate with Local Media:

- Partner with local radio stations, newspapers, and community blogs to feature the event and promote it through interviews, articles, or announcements.
- Provide media outlets with press releases and promotional content to facilitate coverage.

##### Monitor Engagement and Respond:

- Actively monitor social media channels for comments, questions, and shares related to the event, responding promptly to foster engagement.
- Use analytics tools to track engagement metrics (likes, shares, comments) to assess the effectiveness of the campaign and make adjustments as needed.

##### Follow Up Post-Event:

- After the event, share highlights, photos, and participant feedback on social media to maintain engagement and celebrate the success of the event.
- Thank local businesses and partners publicly for their support, reinforcing community connections and paving the way for future collaborations.



## Strategies

### 5.2 Create a centralised online calendar of events that is easily accessible to the community.

## Actions

#### Select a Platform:

- Choose a user-friendly platform or software that can host the calendar, such as a dedicated section on the council's website, Google Calendar, or a third-party event management tool.
- Ensure the platform is mobile-responsive and accessible for users with disabilities.

#### Design the Calendar Layout:

- Create a clean, intuitive layout for the calendar that allows users to easily navigate through events by date, category, or keyword.
- Include visual elements such as icons or color codes to differentiate between types of events (e.g., community meetings, workshops, cultural events).

#### Gather Event Information:

- Develop a standardized submission form for local organizations and community groups to submit their events for inclusion in the calendar.
- Specify required information, such as event name, date, time, location, description, and contact details.

#### Establish Submission Guidelines:

- Set clear guidelines for event submissions (e.g., types of events accepted, deadlines for submission) to ensure consistency and quality.
- Designate a team or individual responsible for reviewing and approving events for the calendar.

#### Promote the Calendar:

- Actively promote the calendar through various communication channels (social media, newsletters, community meetings) to raise awareness among residents.
- Encourage local organizations to share the calendar within their networks, enhancing visibility and engagement.

#### Integrate with Other Platforms:

- Link the calendar to the council's social media accounts to automatically share upcoming events and encourage followers to check the calendar for updates.
- Consider integrating with community apps or platforms that residents already use for enhanced accessibility.

#### Include Search and Filter Features:

- Implement search and filter functionalities that allow users to find events based on categories, locations, and dates, making it easier to navigate the calendar.
- Enable users to subscribe to the calendar via email or notifications to receive updates on specific types of events.

#### Regularly Update Content:

- Establish a schedule for regularly updating the calendar to ensure it reflects the most current events and information.
- Encourage event organizers to notify the council of any changes, cancellations, or new events promptly.

#### Gather Feedback from Users:

- Create a feedback mechanism (e.g., survey, comment box) for users to share their experiences with the calendar and suggest improvements.
- Use this feedback to make adjustments and enhance the usability of the calendar.

#### Monitor Engagement Metrics:

- Utilize analytics tools to track user engagement with the calendar, such as the number of visitors, popular events, and user interactions.
- Regularly review these metrics to evaluate the effectiveness of the calendar and identify areas for enhancement.

## Objective 6:

### Evaluate and Adapt Engagement Strategies

#### Strategies

**6.1 Establish key performance indicators (KPIs) to assess the effectiveness of engagement efforts.**

#### Actions

##### **Define Clear Objectives:**

- Identify the primary goals of community engagement efforts (e.g., increased participation, improved communication, enhanced trust) to guide the development of relevant KPIs.
- Ensure that objectives align with the overall mission of the Balranald Shire Council and reflect community needs.

##### **Identify Relevant KPIs:**

- Determine specific, measurable KPIs that correspond to each objective, such as:
  - Participation Rates: Number of attendees at events or meetings.
  - Feedback Metrics: Percentage of positive feedback received through surveys.
  - Engagement Levels: Social media interactions (likes, shares, comments) related to council communications.
  - Diversity of Participation: Demographic breakdown of event attendees to assess inclusivity.
  - Information Reach: Number of views or downloads for newsletters, websites, or calendars.

##### **Develop Data Collection Methods:**

- Establish clear methods for collecting data related to each KPI, such as:
  - Surveys and feedback forms to gauge community satisfaction and engagement levels.
  - Attendance tracking systems for events.
  - Analytics tools for monitoring website and social media performance.
- Ensure that data collection methods are consistent and reliable to facilitate accurate analysis.

##### **Set Baseline Measurements:**

- Conduct an initial assessment to establish baseline measurements for each KPI before implementing new engagement strategies.
- Document current participation rates, feedback levels, and other relevant metrics to provide a point of reference for future evaluations.

##### **Create a Monitoring Schedule:**

- Develop a schedule for regularly monitoring and reviewing KPIs, such as monthly, quarterly, or annually, depending on the nature of the engagement efforts.
- Assign specific team members responsible for tracking each KPI and reporting findings.

##### **Analyze and Interpret Data:**

- Gather and analyze data on a regular basis to assess progress toward meeting engagement objectives.
- Use visual tools (graphs, charts) to present the data clearly for easier interpretation and communication.

##### **Adjust Strategies Based on Findings:**

- Use insights gained from KPI analysis to identify successful strategies and areas needing improvement.
- Make data-driven adjustments to engagement efforts, such as changing event formats, altering communication methods, or targeting different demographics.

##### **Report Findings to the Community:**

- Share KPI results with the community through newsletters, social media, or public meetings to demonstrate transparency and accountability.
- Highlight successes and areas for improvement to foster community trust and involvement in the engagement process.

## Strategies

### 6.1 Establish key performance indicators (KPIs) to assess the effectiveness of engagement efforts.

(cont.)

### 6.2 Regularly review feedback and adapt strategies based on community needs and preferences.

## Actions

#### **Incorporate Feedback Mechanisms:**

- Encourage community members to provide feedback on engagement efforts and suggest additional KPIs that may be relevant.
- Use this feedback to refine existing KPIs and ensure they remain aligned with community expectations.

#### **Review and Revise KPIs Periodically:**

- Conduct periodic reviews of the established KPIs to assess their relevance and effectiveness in measuring engagement efforts.
- Revise KPIs as needed to reflect changing community dynamics, objectives, and engagement strategies.

#### **Establish a Feedback Collection System:**

- Implement multiple channels for feedback collection, such as surveys, suggestion boxes, online forms, and community meetings, to ensure diverse input.
- Create a standardized feedback form that allows residents to provide structured responses while also leaving space for open-ended comments.

#### **Schedule Regular Review Meetings:**

- Set up a recurring schedule (e.g., quarterly or biannually) for dedicated meetings to review collected feedback, involving key stakeholders and staff members.
- Ensure representation from various departments to gain a comprehensive understanding of community needs across different areas.

#### **Analyze Feedback Data:**

- Compile and categorize feedback into themes (e.g., communication issues, event accessibility, service satisfaction) to identify trends and common concerns.
- Utilize qualitative and quantitative analysis methods to assess the significance of feedback and prioritize areas for action.
- Develop a report summarizing key findings from the feedback analysis, highlighting both positive comments and areas for improvement.
- Share the report with council members and relevant stakeholders to foster a culture of transparency and responsiveness.

#### **Engage with the Community:**

- Host follow-up community forums or focus groups to discuss feedback findings with residents, allowing them to contribute further insights and suggestions.
- Use these sessions to clarify any misunderstandings and communicate how the council plans to address concerns raised by the community.

#### **Adapt Strategies and Action Plans:**

- Based on the feedback analysis, revise existing strategies or develop new action plans to address the identified needs and preferences of the community.
- Prioritize changes that are feasible and impactful, considering available resources and timelines.

#### **Implement Changes and Monitor Impact:**

- Roll out the adapted strategies and clearly communicate changes to the community, emphasizing how their feedback has influenced decision-making.
- Monitor the impact of these changes through follow-up surveys and engagement metrics to assess their effectiveness.

#### **Foster a Continuous Feedback Loop:**

- Encourage ongoing community input by regularly reminding residents of the available feedback channels and their importance.
- Create an open-door policy for residents to share thoughts and concerns at any time, not just during formal feedback collection periods.

## 6.2 Regularly review feedback and adapt strategies based on community needs and preferences.

(cont.)

### Evaluate the Feedback Process:

- Periodically review the feedback collection and analysis process to assess its effectiveness, making adjustments as needed to improve responsiveness.
- Seek input from staff and community members on how to enhance the feedback process and ensure it aligns with community expectations.

### Communicate Outcomes:

- Regularly update the community on the actions taken in response to their feedback, showcasing both successes and ongoing challenges.
- Use newsletters, social media, and community meetings to celebrate changes made and reinforce the importance of community engagement in shaping council initiatives.

# EVALUATION



Evaluation is important in the communications and community engagement process as it allows for the identification of new information and potential changes to the communications or engagement planning approach. Lessons can be learnt and new ways of approaching community engagement can be incorporated into Council's Communications and Community Engagement Strategy.

### Evaluation will be achieved through:

- Achievement of actions according to the "Action Plan - Objectives, Strategies & Actions"
- Media reporting and monitoring
- Community Satisfaction Surveys
- Feedback data from advisory committees and other community groups
- Feedback data from community consultation workshops
- Feedback from On-on-one meetings to discuss specific Council matters
- Numbers engaged/attendance of community meetings