

Development of Community Engagement Framework and Communication Plan

BRIEF

APRIL 2017

1. INTRODUCTION

The Council has a need to review its current Community Engagement Framework and develop a Communication Plan for all internal and external communication.

On 15 June 2016, following a Board of Inquiry, the Minister for Planning and Local Government issued Ministerial Directions to the Huon Valley Council.

Ministerial Direction 6(a) requires Council, in consultation with the community, develop a communication and consultation plan for all internal and external communications and consultation processes that is consistent with the eight characteristics of good governance outlined in the Good Governance Guide.

The Board of Inquiry report also included a number of recommendations for Council to consider in relation to communication. These included:-

- Recommendation 9 - When making public statements on issues the subject of a formal council decision, the Mayor should only speak on behalf of the Council's decisions.
- Recommendation 12 - When responding to media or public enquiries about issues the subject of a formal council decision, the Mayor should refer enquirers to the minutes or the audio-recording of the relevant council meeting at which the issue was debated.
- Recommendation 13 - Recommendations R9 and R12 should not apply during the period of a council election.
- Recommendation 17 - The GM should ensure fair and equitable treatment, including the provision of information, to all councillors.
- Recommendation 20 - Council review and confirm its communication and public information strategies against the eight characteristics of good governance as outlined in the Good Governance Guide for Local Government in Tasmania.
- Recommendation 32 - That Council in consultation with the community, develop a communication and consultation plan covering internal and external communications and inclusive consultation processes.
- Recommendation 33 - that the Communication Plan include behavioural protocols to ensure Councillors avoid publicly criticising one another.

2. BACKGROUND

- 2.1** The Huon Valley Council administers the southern-most local government area in Australia. South of Hobart, the Huon Valley is an area that is dominated by the Huon River Estuary, Tasmania's Southern Forests and the World Heritage Area.

The Huon Valley contains the five major townships of Huonville, Cygnet, Franklin, Geeveston and Dover. According to the 2011 Census, almost half of the Valley's population centred around the Huonville/Franklin area with the rest of the Valley's population almost evenly divided between the Cygnet area and the Geeveston/Dover area.

The main industries of employment are aquaculture, healthcare and horticulture with the major places of work being within aquaculture, horticultural (fruit growing), supermarket and grocery stores and local government.

The Huon Valley also has a range of tourism opportunities and actively encourages business investment to assist with the growth and expansion of the local economy.

- 2.2** The Council's Community Engagement Framework was approved by Council in 2013 to provide a framework for community engagement for the Council, its employees and the community.
- 2.3** The Council has a range of documentation that provides direction relevant to Council's communication methods both internally and externally. These include the Internal Communications Strategy and the Governance Framework. These documents will need to be reviewed and amended where required.
- 2.4** Whilst there is a significant body of work which will inform and underpin the content of the Council's new Community Engagement Framework, it is also identified that the process will require community engagement in accordance with the Ministerial Directions.

3. THE PROJECT

The project is to develop a Community Engagement Framework for the Huon Valley Council and a Communication Plan for internal and external stakeholders.

It is envisaged the Council's Communication Plan will have clearly identified goals and actions to be undertaken with measurable outcomes to ensure the Council is able to meet the expectations of the Council, its employees and the community.

As part of the development of a revised Community Engagement Framework and a Communication Plan, template designs are to be developed to ensure the outputs are in accordance with the Framework.

The Framework and Plan will take into account all available information as detailed in Section 2 of this Brief.

The process will include community engagement in accordance with the requirements of the Ministerial Directions.

The Framework and Plan must clearly meet the requirements of the Ministerial Directions and Board of Inquiry Recommendations and provide templates for their implementation.

4. PROJECT OBJECTIVES

- 4.1 Research contemporary Community Engagement Frameworks and Communication Plan designs and determine templates and layout appropriate for the Huon Valley Council.
- 4.2 Review the Council's obligations of the Ministerial Directions and Board of Inquiry Recommendations.
- 4.3 Identify components of the existing Council's Community Engagement Framework which need to be included in any newly developed document.
- 4.4 Undertake consultation with the community in accordance with Ministerial Directions.

5. METHODOLOGY

5.1 Project Plan Development

5.1.1 The first element of this project will be the development of a detailed Project Plan which provides details of the following:-

- Identification of key project stages and timing for the completion of each of those stages;
- The development of a consultation plan which details the consultative mechanisms to be undertaken; and
- The process will involve a minimum of 3 x workshops with the community and key external stakeholders and meetings with all staff. It is also recognised there will be meetings with the Council's Executive Management Team during the course of the project.

5.2 Project Plan Implementation

5.3 Presentation of draft Community Engagement Framework, Communication Plan and draft templates

5.4 Presentation of final Community Engagement Framework and the Communication Plan and templates

6. PROJECT OUTPUTS

The outputs for this project will be the following:-

6.1 The presentation and approval of a Project Plan

- 6.2 The presentation and approval of a consultation plan
- 6.3 Consultation with Internal and External Stakeholders
- 6.4 Presentation of a Community Engagement Evaluation Report with recommendations for addressing feedback received
- 6.5 Presentation at a Council workshop for direction of the proposed document format prior to progressing to a draft document
- 6.6 The delivery of a draft Community Engagement Framework, Communication Plan and draft templates which takes into consideration all feedback received during the consultation period
- 6.7 Presentation of an updated draft Community Engagement Framework, and Communication Plan and draft templates and a Community Engagement Evaluation Report for Council approval
- 6.8 The provision of electronic version of the final documents which are editable by the Council.

7. KEY PROJECT STAGES AND TIMELINES

* Please note - EMT = Executive Management Team

Key Project Stage		Presentation to	Timeframe	
Stage	1	Presentation of a Project Plan and presentation of a consultation plan	EMT Meeting	Within 3 weeks of receiving notification of success
	2	Initial briefing with Executive Management Team (EMT)	EMT Meeting	Beginning
		Presentation on proposed document template prior to progressing to a draft document	Council Workshop	
	3	Community engagement		
	4	Delivery of draft Community Engagement Framework, Communication Plan and draft templates and Community Engagement Evaluation Report	EMT Meeting	
			Council Workshop	
5	Presentation of an updated draft Community Engagement Framework, Communication Plan and draft templates and Community Engagement Evaluation Report for Council approval	Council Meeting		
6	The provision of electronic version of the final documents which are editable by the Council.			

8. PROJECT BUDGET

- 8.1** It is a requirement to provide costs associated with the completion of the project as detailed in this Brief and in accordance with the project stages.
- 8.2** Submissions are to exclude anticipated costs associated with the printing of the final documents.

9. PROJECT MANAGEMENT

The Council's General Manager holds primary responsibility for this project.

The Consultant will be required to maintain close and ongoing communication with the Council's General Manager or delegate throughout the project.

The Consultant will be required to attend regular briefing meetings with the Council's Commissioner and Executive Management Team. Such meetings will report on progress made against the Project Plan.

The meetings will also provide a forum to discuss issues and any problems that might arise.

10. CONSULTANT APPLICATION, SELECTION AND APPOINTMENT PROCESS

An assessment of applications received will be undertaken by a Council appointed Selection Committee.

- 10.1** Submissions should outline a full description of the Consultant's proposed approach to the preparation of the Community Engagement Framework and Communication Plan and how they will address specific requirements noted in this Brief. This should include details of deliverable outcomes and the proposed timeline.
- 10.2** Additional information is welcomed but the submission should be concise and only contain information of relevance and substance.
- 10.3** Information submitted by a proponent will be treated as Commercial in Confidence to the extent necessary and that information will be protected from disclosure.
- 10.4** Specifically, the submissions should cover the following:-
- (i) Proposed Scope and Methodology**
- Submissions are to present an outline of the respondent's understanding of the Project. It is to include an explanation of the proposed scope and methodology to undertake the project.

(ii) Proposed Work Program

Submissions must present a detailed project plan.

The project plan is to clearly identify the tasks, methods and processes to be used, including details of the number of consulting days and the daily rate of the individual consultant(s) assigned to each task. The timing of each stage of work program is also to be specified.

(iii) Capability Statement

A brief description of the respondent's capacity to complete the Project is required.

Details of similar related undertakings carried out in recent years for nominated clients should also be documented. These should clearly indicate:-

- Experience in serving Local Government
- Capacity to achieve stated timelines
- Experience in undertaking community consultation and Community Engagement Framework and Communication Plan development.

Submissions should list the personnel, including any sub-contracted personnel, together with their curriculum vitae and their professional expertise and experience.

If the respondent proposes to use a work team, the role of each member is to be specified and identified in each phase of the work program.

If a consortium approach is proposed a lead consultant must be nominated and their anticipated input in terms of person/contact hours noted.

Evidence of the respondent's capacity to produce timely results and meet deadlines should also be documented.

(iv) Project Budget

A fixed quote on the fee payable for the project is required. This should be based on a cost breakdown for the stages and tasks involved in the project.

The quoted fee shall include:-

- a) All costs to complete the project stages
- b) All travel costs
- c) Costs of attending additional meetings as required

All fees and expenses for the project are to be submitted together with an itemised breakdown of estimates.

11. REFERENCES

The names and contact numbers of at least two clients for whom the respondent has undertaken work relevant to this Project should also be provided.

12. ASSESSMENT

12.1 The submission will be evaluated in accordance with the Huon Valley Council's Code relating to Tenders and Contracts.

12.2 Additionally, the Selection Committee may request interviews with key personnel of the preferred contract team and customers for whom the respondent has previously carried out work, to assess the similarity of the work to the Selection Committee's requirements, and to obtain independent assessments of the respondents' performance.

12.3 Respondents need to be prepared to present their submission to the Selection Committee if requested to do so. A minimum of 5 days advance notice of any such presentation will be provided.

12.4 Irrespective of the outcome of the selection process, Council reserves the right not to disclose details of its assessment results other than the name of the successful respondent.

13. TERMS OF PAYMENT

The standard terms for payment to the successful applicant will be based on the following percentages, 30 days from delivery of the services and correctly rendered invoice to the Huon Valley Council.

Stage No.	Task	% of Total Amount
1	Presentation of a Project Plan and presentation of a consultation plan	Completion of Stage 1 10%
2	Initial briefing with Executive Management Team and presentation on proposed document format prior to progressing to a draft document	Completion of Stage 3 40%
3	Community engagement complete	
4	Delivery of draft Community Engagement Framework, Communication Plan development format and Community Engagement Feedback Report	
5	Presentation of draft Community Engagement Framework, Communication Plan development format for endorsement	Completion of Stage 6 40%
6	Council endorsement of Community Engagement Framework, Communication Plan and Community Engagement Feedback Report.	
7	Final approval by Council and provision of electronic version of the final documents	10%

14. INTELLECTUAL PROPERTY

- 14.1 Authorship of all documentation produced as part of the Project should be clearly identified, including the names of the primary consultant and all members of the consultant team.
- 14.2 The Huon Valley Council will hold intellectual property rights on all material produced by the Project and the Respondent will do whatever is necessary to vest those rights in the Council.
- 14.3 The Huon Valley Council may produce further copies of material under the authorship of the Consultant (including acknowledgement of the contribution of sub-consultants).
- 14.4 The consultant may subsequently publish material obtained during this Project, but may not publish any documentation produced during the Project (including the final Report) without permission of the Huon Valley Council.
- 14.5 The consultant is expected to obtain the necessary written permission to reproduce copies of archival documents. Such permission is to be obtained from the relevant agencies prior to the reproduction of material in the study and should be submitted to the Huon Valley Council with the final documentation.

15. SUBMISSION DETAILS

The closing date for applications will be 4:00pm Friday 19 May 2017.

Expressions of Interest should be in writing, addressed to the attention of Rebecca Stevenson, Business Analyst and forwarded to:

Huon Valley Council
PO Box 210
Huonville TAS 7109

For further information please contact:

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