Community Consultation Framework

Involve ● Inform ● Empower ● Consult ● Collaborate
Community Consultation Framework

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Let’s talk

Updating the Council’s Community Consultation and Communication Strategy has been a wonderful opportunity to improve the way we engage the community and to encourage more people to take part in consultation.

I and my fellow councillors want all community members to have the opportunity to put forward their views on the issues that matter to them.

This revised community consultation strategy document is designed to provide the framework for community engagement for the Council, our employees and the community.

Cr Robert Armstrong
Mayor
What is community engagement?

Community engagement is about us working together to understand and resolve an issue or project.
It is a process that involves the public in decision making and the use of community input to make better, more informed decisions.
The process includes;
- Giving, seeking and sharing information
- Responding to community initiated issues
- Continuously seeking fresh communication methods

Community engagement provides guidance to Council in order to make well informed, acceptable and sustainable decisions; supporting the final decision making power of the Council.

Community engagement framework is important

The aim of Council’s community engagement is to:
- Enhance decision making by creating links with stakeholders
- Assist Council to deliver better services
- Improve relationships with our diverse community through working together
- Enable our community to come together on issues and projects of significance
- Increase participation in activities and the decision making process
- Create a better understanding of Council’s role and responsibilities
- Create a better understanding of Council’s financial and legislative requirements
Objectives for community engagement framework

- Community feedback is heard, accounted for and respected
- A coordinated and consistent approach to community engagement
- Staff understanding of decisions that affect the community
- The Council is committed to engaging with stakeholders in the community
- An inclusive process
Community Engagement Principles of Council

The decision to engage early in the process with clarity
Council commitment to inform the community or key stakeholders during the early stages of project development to provide real opportunities for the community to influence decisions and strategic planning.

Contributions and relevant information outcomes
Council will consider all contributions and relevant information prior to making decisions that may affect the community. Council is committed to providing honest feedback.

Transparent and open disclosure
Communication with the community through the provision of relevant information and material to ensure effective consultation and transparency.

When will community engagement apply?
Anything that affects or may impact on the community or residents and may affect their lifestyle or amenity.

Participation to be inclusive
Ensuring the community as a whole, or key stakeholders where appropriate, be given the opportunity for consultation including those who are isolated or disadvantaged.

Designed to fit the process
Council will ensure the correct and appropriate information, tools, methods of engagement and other relevant detail is available to the community prior to making any final decisions.

Our engagement process will be inclusive
Our community is not a single entity. It is diverse and multicultural. Our towns are home to a variety of organisations, individuals, community groups and economic communities. It is important to Council that everyone has the opportunity to be heard.
## Levels of community participation

**Huon Valley Council is a member of the International Association for Public Participation (IAP2). IAP2 has developed the following public participation spectrum. The Council will determine which level of public participation is appropriate for each engagement.**

<table>
<thead>
<tr>
<th>Level</th>
<th>Description</th>
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<tbody>
<tr>
<td>Inform</td>
<td>• To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.</td>
</tr>
<tr>
<td>Consult</td>
<td>• To obtain public feedback on analysis, alternatives and/or decisions.</td>
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<tr>
<td>Involve</td>
<td>• To work directly with the public throughout the process to ensure that public issues and concerns are consistently understood and considered.</td>
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<tr>
<td>Collaborate</td>
<td>• To partner with the public in each aspect of the decision, including the development of alternatives and the identification of the preferred solution.</td>
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<tr>
<td>Empower</td>
<td>• To place final decision-making in the hands of the public.</td>
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The step by step process of consultation

A SIMPLE PROCESS, IDENTIFIED FOR EFFECTIVE COMMUNITY CONSULTATION AND COMMUNICATION

Step 1
Identify the communication need

Step 2
Determine the purpose for engaging

Step 3
Identify who to engage with

Step 4
Choose how to engage

Step 5
Confirm your community engagement plan

Step 6
Start your community engagement

Step 7
Analyse and evaluate community engagement

Step 8
Capture/monitor and respond

THREE STAGES IDENTIFY THE COMMUNITY CONSULTATION & COMMUNICATION SUMMARY

Plan → Action → Report
The following table illustrates the many methods of communication that may be considered for communication, and the objectives that using those methods will achieve.

<table>
<thead>
<tr>
<th>OBJECTIVE</th>
<th>COMMUNICATION</th>
<th>CONSULTATION</th>
</tr>
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<tbody>
<tr>
<td>Maintain Awareness</td>
<td>Provide Information</td>
<td>Identify concerns and issues</td>
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<td></td>
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<td>Develop objectives/issuses</td>
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<td></td>
<td></td>
<td>Develop options/ideas/priorities</td>
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<td></td>
<td></td>
<td>Test options/options</td>
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<tr>
<td></td>
<td></td>
<td>Build relationships and involvement</td>
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<td></td>
<td></td>
<td>Achieve consensus</td>
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<td></td>
<td></td>
<td>Reach large numbers of stakeholders</td>
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<td></td>
<td></td>
<td>Reach people who don’t really participate</td>
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<tr>
<td></td>
<td></td>
<td>Influence small groups/individuals</td>
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<td></td>
<td></td>
<td>Observe input into decision making</td>
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<tr>
<td></td>
<td></td>
<td>Satisfy statutory requirements</td>
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<tr>
<td>Provide Information</td>
<td>Advertisements/Media</td>
<td>Meetings with key individuals</td>
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<tr>
<td></td>
<td>Phone calls/letters/email</td>
<td>Submissions, key stakeholders</td>
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<td></td>
<td>Newsletters/leaflets</td>
<td>Telephone hotline</td>
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<td></td>
<td>Internet/social media</td>
<td>Surveys &amp; questionnaires</td>
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<td></td>
<td>Signs/noticeboards</td>
<td>Presentations to existing groups</td>
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<td></td>
<td>Public displays</td>
<td>Public workshops/meetings</td>
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<td>Community event</td>
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<td>Open day information sessions</td>
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<tr>
<td></td>
<td></td>
<td>Internet</td>
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</tbody>
</table>

- Possible inclusion to Cygnet Classifieds, Huon Valley News and Dover Bush Telegraph
- Inclusion on Council’s community consultation page on website
- Communication tools
- Consultation tools
The three stage engagement process

THE ENGAGEMENT PROCESS OUTLINES THE THREE STAGES

PLAN, ACTION, REPORT

TO ENSURE COUNCIL DELIVERS A CONSISTENT AND ROBUST APPROACH TO ENGAGEMENT ACTIVITIES

Plan
- Develop strategy
- Establish purpose
- Define scope
- Identify & analyse stakeholders
- Select level(s) of engagement
- Select tools & techniques

Action
- Prepare & engage
- Marketing communications plan
- Organise resources
- Conduct engagement activities
- Receive community input

Report
- Provide feedback
- Collate & analyse data
- Report back
- Evaluate process

Incorporate Improvements
Community Consultation Framework

References

- International Association for public participation, iap2 public participation
- A Consultation Framework, Victorian Local Governance Association
- Community Engagement Framework, Sunshine Coast Council
- Guidelines, Sustainable Recreational Trails
- Community Engagement Framework, Launceston City Council
- Victorian Local Government Community Consultation Resource Guide
- Community Consultation & Engagement Policy, Manningham City Council