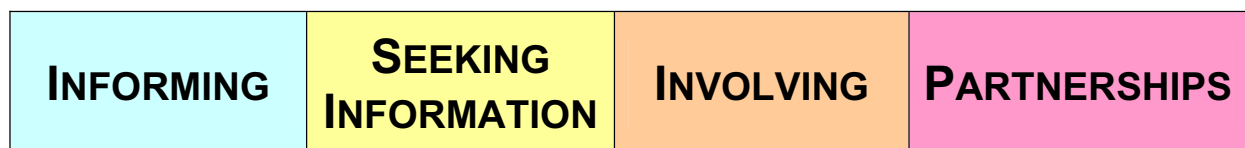




**Hobsons Bay**  
CITY COUNCIL

## **COMMUNITY ENGAGEMENT FRAMEWORK**

**(A GUIDE TO COMMUNITY CONSULTATION)**



**AUGUST 2005**

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## **BACKGROUND AND PURPOSE**

Community engagement is an important principle in the planning and decision making process of local government. Council believes that quality consultation and engagement are essential foundations of good governance. With effective communication, dialogue and increased involvement, Council will be better positioned to make informed decisions about issues that affect the local community.

Community involvement in the implementation of projects is a critical element of strengthening local communities and increasing the bonds between Council and community members, e.g. community planting days, forming committees of management.

The purpose of this framework is to provide Council officers with practical guidance on how to undertake different types of community consultation and engagement. It outlines the tasks that should be undertaken and provides suggested approaches that encourage community involvement in the decision making process. The consultation framework aims to encourage a commitment and consistency across Council to undertaking effective and appropriate consultation with the community and internally.

In addition to the guidelines that follow, officers may also find it helpful to link consultation activities into the broader generic consultation that Council undertakes on a yearly basis. This may be appropriate in instances where the outcome of a Best Value Review recommends undertaking further consultation with various stakeholders.

## **HOW TO USE THE GUIDELINES AND CONSULTATION MATRIX**

The Consultation Guidelines should be used in conjunction with the Community Consultation Matrix (Appendix 1). It is recommended that seven steps be used, and these are summarised below:

### **Step 1 - Scope the Project**

Set the scene and context for your project. Consider the objectives, timeframe, resources, issues, stakeholders, budget and internal consultation options. You may also need to consider the background or history to the project, including any research and information that already exists.

### **Step 2 - Assess Level of Impact**

Consider the level of impact that the project or issue will have on the community: e.g. high impact across Hobsons Bay, low impact on local area.

### **Step 3 - Determine Level of Community Participation**

Use the Community Consultation Matrix to determine the level of participation that is required. Depending on the level of impact, the level of participation could be informing, seeking information, involving or partnerships.

Prior to the policy/program/project being approved by Council, it may be appropriate to identify opportunities for community involvement in its implementation. These can be further scoped once the policy/program/project has been formally adopted.

### **Step 4 - Determine Consultation Approach**

Use the Community Consultation Matrix to determine the type of consultation that is required. The type of consultation will be linked to the level of impact. Refer to the suggested approaches and helpful hints section of the guidelines to determine the best approach to undertake.

Once the decision regarding the policy/program/project has been made, consider how participants will be informed about the outcome of their input. Refer back to the Consultation Matrix as to how input was initially sought for ideas, and allow for a summary brochure, letter etc as part of project costs.

### **Step 5 - Develop Consultation Action Plan**

Develop an Action Plan for the chosen type of consultation. This includes allocating resources, setting timeframes and developing a feedback mechanism to monitor the consultation process.

The Action Plan should also include an outline of how decisions will be fed back to participants and note any opportunities for “hands-on” community involvement in the implementation of the policy/program/plan.

### **Step 6 - Implementation**

Undertake the consultation approach developed. Be aware of timelines, budget implications and managing expectations during the process.

### **Step 7- Monitoring and Evaluation**

Monitor and modify the approach taken throughout the consultation as required. For example, the type of consultation may need to change if the level of impact of the issue changes, i.e. if an issue that was considered to be low impact becomes high impact, the level of consultation should increase or vary accordingly.

### **CONSIDER ZING!**

Council has purchased a community consultation software package called Zing, which can be used to help facilitate community consultations, workshops and forums. It is a powerful way to involve and engage participants in the consultation process.

Up to 12 keyboards can be connected to a computer allowing everyone to “talk” at the same time and view ideas as they are being created and further developed. The image of collective ideas is displayed on a large screen.

You may want to consider using Zing, particularly if the level of participation relevant to your project requires involving the community in discussion and seeking their input through workshops and forums. For further information about Zing, contact Tania Camilleri on ext. 1044.

## **APPLICATION STEPS**

### **Step 1 - Scope The Project**

Before undertaking any community consultation it is important to scope the project and ask, what are we trying to achieve and how are we going to do it? In scoping the project, consider the following:

- Objectives
- Timeframe - be aware of school holidays, public holidays, festivals or other Council activities that may have an impact on your project
- Available resources
- Budget - including costs of consultation methods, e.g. public notices, officer hours
- Any information already available
- Issues – identify any community concerns or expectations you may already be aware of and any research or history
- Consider how to manage the adverse effects of other people’s consultation (if required)
- Review community/neighbourhood profiles to assist with identifying people/groups to be consulted
- Consider consultation options with other Council departments – other internal council staff may be able to provide specialist advice and practical support to assist staff with their engagement project. Also consider resources available to conduct or co-host the consultation such as libraries and community centres. Other special interest groups or neighbourhood groups may also be able to offer assistance.

## **Step 2 - Assess Level Of Impact**

The Community Consultation Matrix (Appendix 1) is based on four impact levels. These levels are based on the assumption that any project, issue, service or action will have some real or perceived impact on the community. The impact levels are as follows:

<b><i>Level of Impact</i></b>	<b><i>Description</i></b>
Level 1 (High – Hobsons Bay)	High level impact on the whole or a large part of Hobsons Bay
Level 2 (High – Local)	High level impact of a local nature, eg a local area, specific community or user group
Level 3 ( Lower – Hobsons Bay)	Lower level of impact on the whole or a large part of Hobsons Bay
Level 4 (Lower – Local)	Lower level of impact of a local nature, eg a local area, specific community or user group

### **Criteria for Determining Level of Impact**

The criteria that should be used to determine the level of impact of a project, issue, service or action follows. To determine the level of impact, you will need to determine the stakeholders that are affected by the project. It may be appropriate to involve other Council staff in making these decisions.

#### ***Level 1 (High – Hobsons Bay)***

<b><i>Criteria (one or more of the following)</i></b>	<b><i>Examples</i></b>
High level of real or perceived impact across Hobsons Bay	Council Plan or Budget Disability Action Plan
Any significant impact on attributes that are considered to be of high value to the whole of Hobsons Bay such as the natural environment or heritage	Strategy Plans e.g. Youth, Aged Removal of a facility or service catering across Hobsons Bay e.g. library, swimming pool
Any impact on the health, safety or well being of the Hobsons Bay Community	Provision of a regional facility i.e. skate park, sports centre
Potential high degree of controversy or conflict	Key changes to Hobsons Bay wide service, e.g. waste services
Likely high level of interest across Hobsons Bay	

### **Level 2 (High – Local)**

<i>Criteria (one or more of the following)</i>	<i>Examples</i>
High level of real or perceived impact or risk on a local area, small community or user group of a specific facility or service	Removal or relocation of a local playground or kindergarten
The loss of or significant change to any facility or service to a local community	Change to or loss of valued activity or program eg local youth activity
Potential high degree of controversy or conflict at the local level	Re-development of a sportsground
	Local street road closure
	Increase or removal of car parking in a local shopping centre

### **Level 3 (Lower – Hobsons Bay)**

<i>Criteria (one or more of the following)</i>	<i>Examples</i>
Lower, although still some real or perceived impact or risk across Hobsons Bay.	Changes to a Hobsons Bay wide service e.g. closure of a customer service centre on a public holiday
Potential for some controversy or conflict.	Changes to customer service processes e.g. payment of rates
	Changes to the format of the Council website

### **Level 4 (Lower – Local)**

<i>Criteria (one or more of the following)</i>	<i>Examples</i>
Lower level of real or perceived impact or risk on a local area, small community or user group of a specific facility or service.	Upgrade of a local playground e.g. installation of new equipment
Only a small change or improvement to a facility or service at the local level.	Local streetscape upgrade e.g. additional tree planting
Low or no risk of controversy or conflict at the local level.	Changes to an activity

#### **Note:**

At any time during a project, issue or action, it may be necessary to reassess the level of impact and vary the consultation approach accordingly.

### **Step 3 - Determine Level Of Community Participation**

Having decided on the level of impact, the next step is to determine the level of community participation that is appropriate for the project. The following information defines four levels of community participation that could be used depending on the level of community involvement required.

#### ***Informing***

- Advising the community of a situation or proposal
- Informing the community about a decision or direction
- Providing advice on an issue
- No response is required, although people are free to seek a further level of participation

#### ***Seeking Information***

- Undertaking market research to identify needs or issues
- Seeking comment on a proposal, action or issue
- Seeking feedback on a service or facility
- Requiring a response, but limited opportunity for dialogue
- Option for people to seek a further level of participation

#### ***Involving***

- Involving the community in discussion and debate
- Ensuring informed input through briefings and information
- Meetings/sessions that encourage participation
- Involving at different times in the planning process, e.g. keeping informed and enabling further comment
- Identify any opportunities for hands-on involvement in implementation, and whether consultation could be included as part of a community activity such as an arts activity, a community planting, a sporting event, a community barbecue, community festival

#### ***Partnerships***

- Establishing a structure for involvement in decision making, e.g. committee
- Enabling ongoing involvement and keeping informed
- Allocating responsibility in achieving initiatives
- Identify any opportunities for hands-on involvement in implementation, and whether consultation could be included as part of a community activity such as an arts activity, a community planting, a sporting event, a community barbecue, community festival.

#### ***Note:***

*To ensure the appropriate level of community participation, you also need to consider specific legislative requirements and other relevant Council policies.*

## **Step 4 - Determine Consultation Approach**

### **Using The Consultation Matrix**

Use the matrix attached (Appendix 1) to decide the specific types of consultation that are appropriate for the chosen "Impact Level" and for the desired level of community consultation.

#### **HOW TO USE THE MATRIX**

1. Select the desired level/s of participation in the left hand column.
2. Move to the appropriate Impact Level column.
3. Be guided by the number in that column.

The numbers have the following meaning:

- 1 Essential (the task must be undertaken)
- 2 Desirable (preferably the task will be undertaken, although there will be exceptions)
- 3 May be appropriate (task may or may not be appropriate depending on the situation)

The Matrix is divided into four sections linked to the level of participation:

- Informing
- Seeking Information
- Involving
- Partnerships

The information on the following pages will help you to determine a specific and appropriate approach to consultation, by detailing the benefits and constraints of each activity together with some helpful hints.

## **LEVEL OF PARTICIPATION: INFORMING**

### **Personal telephone contact**

<b>Description:</b>	Informal, unstructured information exchanged
<b>Benefits:</b>	Limited capacity to discuss issues; chance to exchange basic information
<b>Constraints:</b>	Tends to be customer initiated; no formal record/tracking of information
<b>Helpful Hints:</b>	Record the main details of the conversation for future reference

### **In person meeting**

<b>Description:</b>	Informal/semi formal discussion one to one or small group
<b>Benefits:</b>	Opportunity to discuss issues and exchange points of view, and to develop rapport with community
<b>Constraints:</b>	Tends to be customer initiated; limits the number of people accessing information
<b>Helpful Hints:</b>	Gather your thoughts and prepare key points ready for discussion Take any supporting material e.g. reports, maps to assist with discussions

### **Written correspondence**

<b>Description:</b>	Personally addressed letter informing residents of project, issue, service or action
<b>Benefits:</b>	All affected people receive the same information Record of communication Generally cost effective
<b>Constraints:</b>	Assumes literacy levels of residents
<b>Helpful Hints:</b>	Use "plain English", avoid using "jargon" Check letter is easy to understand, consider CALD groups Check the letter has the correct details e.g. spelling of names, dates and times of meetings Check that duplicate letters are not sent to multiple property owners

### **Pamphlet (liaise with Communications Department)**

<b>Description:</b>	Leaflet designed to provide information on a particular matter
<b>Benefits:</b>	Enables presentation of the facts Potential to create greater interest through appealing presentation
<b>Constraints:</b>	A more costly exercise Assumes literacy levels of residents
<b>Helpful Hints:</b>	Use "plain English", reflect the language of the target group, limit the amount of text, ensure the font is not too small Include all essential information Consider opportunities to include pamphlet with rate notices, and/or personalised mail Consider the requirements of older or CALD residents, or people with disabilities

## Level of Participation: INFORMING (continued)

<b>Letterbox Drop</b>	
<b>Description:</b>	Mass produced communication to affected people
<b>Benefits:</b>	All affected people receive the same information; cost effective
<b>Constraints:</b>	Assumes literacy levels of residents May be perceived as “junk mail” and ignored
<b>Helpful Hints:</b>	Material should be identified as an important message from the Council (Material in a Council envelope is more likely to be read) Don't do letter box drops during holiday periods Include a “reply paid” envelope if seeking a response Consider the requirements of older or CALD residents or people with disabilities
<b>Notice in local newspaper (liaise with Communications Department)</b>	
<b>Description:</b>	Paid advertisement in local newspaper
<b>Benefits:</b>	A method of advising a large number of residents
<b>Constraints:</b>	Assumes affected people will read the newspaper
<b>Helpful Hints:</b>	Use ‘plain English’ Keep the message simple Provide details that will enable participation, i.e. when, where Include contact details, to allow people to seek more information
<b>Media Release (Liaise with Communications Department)</b>	
<b>Description:</b>	News story in local paper
<b>Benefits:</b>	Creates interest in an issue through local media
<b>Constraints:</b>	Dependant on media report Risk of misrepresentation
<b>Helpful Hints:</b>	Write in an easy to read style Check that facts and quotations are accurate, and consistent with Council policy Include a contact name and telephone number
<b>Site display / displays in other locations, e.g. shopping centre, library</b>	
<b>Description:</b>	On-site information display describing proposed development/activity
<b>Benefits:</b>	Places information in local area which is accessible to affected residents
<b>Constraints:</b>	Impact of information depends on the quality of the display
<b>Helpful Hints:</b>	Consider the target market, and make sure information is relevant to them Use large print on information boards Locate display in prominent position

## **LEVEL OF PARTICIPATION: SEEKING INFORMATION**

<b>Suggestion box</b>	
<b>Description:</b>	Provision of a place for customers to lodge ideas/feedback
<b>Benefits:</b>	Easy to implement
<b>Constraints:</b>	Will lose impact if feedback is not provided on suggestions May not be appropriate as the sole method of consultation
<b>Helpful Hints:</b>	Choose a location that is highly visible and will attract people as they enter or leave the facility Make the box colourful so it stands out A sheet with some questions or spaces for comments could prompt responses Provide the option for recording contact details for people who may want a follow up Remember to check and clear the box regularly

<b>Telephone survey</b>	
<b>Description:</b>	Individual phone contact to complete a structured interview
<b>Benefits:</b>	Provides data to assess needs Personal approach may increase the level of response Capacity to reach a wide range of people
<b>Constraints:</b>	Can be costly and time consuming Limit question options for ease of analysis Excludes people who do not have a telephone Major surveys can result in high “knock back” e.g. too busy
<b>Helpful Hints:</b>	Each question should have a purpose Use “plain English” Keep survey short e.g. 12 questions Make survey confidential for honest response

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## Level of Participation: SEEKING INFORMATION (continued)

Written survey	
<b>Description:</b>	Written structured survey to gather data/information
<b>Benefits:</b>	Provides data to assess needs or obtaining feedback on a service Enables broad or targeted input
<b>Constraints:</b>	Attracts the interested respondents May be costly depending on sample size Assumes literacy levels of residents
<b>Helpful Hints:</b>	Each question should have a purpose Use "plain English" Keep survey short e.g. 12 questions Make survey confidential for honest response
Hotline/Phone In	
<b>Description:</b>	Time-limited opportunity for customers to make contact and provide feedback
<b>Benefits:</b>	Capacity to expand and clarify points
<b>Constraints:</b>	Relies on skilled interviewers Relies on publicity and public interest
<b>Helpful Hints:</b>	For large phone ins, ensure more than one operator is available Undertake the hotline during business and after hours Advertise the phone in and what number to ring and when
Electronic survey/poll	
<b>Description:</b>	Written structured survey to gather data/information via an electronic method e.g. Council website
<b>Benefits:</b>	Provides data to assess needs or obtaining feedback on a service Enables broad or targeted input
<b>Constraints:</b>	Attracts the interested respondents Assumes literacy levels and computer skills of residents
<b>Helpful Hints:</b>	Each question should have a purpose Use "plain English" Keep survey short e.g. 12 questions Make survey confidential for honest response May not be appropriate if low income residents are part of the target group
Media campaign, inviting submissions	
<b>Description:</b>	Request to community seeking a written presentation of views on a proposal
<b>Benefits:</b>	Useful as part of a wider consultation process Easy to implement Enables formal comments on issues Demonstrates commitment to resident input
<b>Constraints:</b>	Limits the opportunity for dialogue/clarification Attracts organised and motivated groups/individuals (not the silent majority)
<b>Helpful Hints:</b>	Consider the statutory requirements of inviting and hearing submissions in accordance with Section 223 of the Local Government Act

## Level of Participation: SEEKING INFORMATION (continued)

Public exhibition	
<b>Description:</b>	Formal exhibition of a plan or document at key locations for a set period of time Gives all the people in the community the opportunity to view and comment on a plan or strategy
<b>Constraints:</b>	Requires a high level of promotion Requires motivated people to respond
<b>Helpful Hints:</b>	Select exhibition locations that are well used and easily accessible to the community e.g. libraries, community centres All public exhibitions should include a notice in the local newspaper
Interview	
<b>Description:</b>	Face to face structured interview
<b>Benefits:</b>	Forms the basis of assessing issues/trends Rich source of customer information Capacity to reflect/expand and clarify points
<b>Constraints:</b>	Time consuming and costly May not be representative of all groups
<b>Helpful Hints:</b>	Consider having any additional information in relation to the issue available at the interview e.g. maps, plans
Focus group session	
<b>Description:</b>	Semi-structured interview in a small group with invited participants
<b>Benefits:</b>	Participants explore and build on issues Allows in depth discussion Useful where interest groups are easily identified
<b>Constraints:</b>	May not be representative of all groups
<b>Helpful Hints:</b>	The characteristics of the participants should represent the target group Consider using a specialist facilitator
Meeting with user or stakeholder groups	
<b>Description:</b>	Face to face semi-structured meeting with a specific group
<b>Benefits:</b>	Capacity to draw out issues of concern to the group Opportunity to clarify issues of uncertainty Opportunity to develop an action that responds to issues
<b>Constraints:</b>	Requires a competent and effective facilitator
<b>Helpful Hints:</b>	Give at least 2-3 weeks notice for meetings Provide all meeting details in correspondence Prepare and distribute an agenda before the meeting so people can think about their response and ideas

## **LEVEL OF PARTICIPATION: INVOLVING**

**Note:** Have you considered using “Zing” as an effective tool to involve participants in the consultation process? Zing is available to help facilitate community consultations, workshops and forums. For further information, contact Tania Camilleri on ext 1044.

<b>Workshop</b>	
<b>Description:</b>	Structured approach to involving meeting participants in working through an issue and/or developing solutions
<b>Benefits:</b>	Can produce a plan or recommend actions or obtain feedback on plan or program Enables involvement of all participants
<b>Constraints:</b>	Requires participants to be open minded Requires a skilled facilitator Requires detailed recording of notes
<b>Helpful Hints:</b>	In promotions, inform people of the workshop approach and include some questions to generate pre-workshop thinking Switch from large to small group discussions to make the session more interesting Choose an accessible and comfortable venue Use at least one facilitator

<b>Community forum</b>	
<b>Description:</b>	The use of speakers to provide information and facilitate informed discussion on a topic
<b>Benefits:</b>	Participants become informed of all aspects of an issue Good for less contentious issues or when seeking to generate interest in a topic
<b>Constraints:</b>	Requires organisation in advance Need to ensure speakers give balanced view
<b>Helpful Hints:</b>	Targeted promotion to interest groups should result in greater participation There should be opportunities for formal and informal discussion between the participants as well as the speakers

<b>Site tour/meeting</b>	
<b>Description:</b>	Semi-structured or unstructured meeting at place of issue
<b>Benefits:</b>	Opportunity to view issues or proposals Opportunity to clarify concerns and exchange views
<b>Constraints:</b>	Require balanced participation to resolve issues and make recommendations
<b>Helpful Hints:</b>	Consider a Saturday morning or afternoon for the meeting Refreshments after the meeting provide an opportunity for community interaction

<b>Public meeting</b>	
<b>Description:</b>	Gathering of large numbers of people to inform them of an issue or enable comment/input
<b>Benefits:</b>	Broadcast of information to large group Open to anyone who has an interest
<b>Constraints:</b>	Requires good facilitation and management to ensure meeting is handled well Risk of control or disruption by interest groups or individuals
<b>Helpful Hints:</b>	An evening meeting from 7pm allows people who work to attend Promote the meeting in local newspapers Consider using an independent facilitator

## Level of Participation: INVOLVING (continued)

Citizens juries	
<b>Description:</b>	<p>Randomly selected participants are brought together to deliberate in an informed way on a planning issue</p> <p>Profile of participants structured to provide representative sample of whole citizen group being consulted</p> <p>Small number of participants (12-25)</p> <p>Interactive – participants meet for 2-4 days</p> <p>Participants provided with information before they meet; and call in expert witnesses to add experience and knowledge to the process</p>
<b>Benefits:</b>	<p>Includes greater expertise, knowledge and skills in the deliberative process</p> <p>Deliberations can be more in depth and complex</p> <p>Results of the community consultation are published in a written report</p> <p>Useful when the issues involved are particularly complex and expert input is required to assist understanding</p>
<b>Constraints:</b>	Costs associated with participants meeting over several days
<b>Helpful Hints:</b>	Consider placing an advertisement in the local newspapers calling for interested participants
Charette	
<b>Description:</b>	<p>Convened by planning practitioners who work with options put forward by all participants to draw up feasible planning proposals and who facilitate meetings</p> <p>Involves consulting with the general community via well publicised public meetings</p> <p>Community takes part in devising options and is given the opportunity to assess outcomes</p> <p>Takes place over an intensive one week period</p> <p>Resembles a rapid four step model:</p> <p>Day 1 – Identify issues for discussion and hold public meeting to identify options</p> <p>Day 2 – Convenors meeting with stakeholder groups, allowing expert input into options</p> <p>Day 3 – Convenors put forward list of options which are open to public inspection</p> <p>Day 4 – Convenors hold intensive workshop to formulate preferred outcomes</p> <p>Day 5 – Public meeting held to present planning proposals to general community</p>
<b>Benefits:</b>	<p>Rapid planning procedure which produces concrete results in one week</p> <p>Opportunity for the community to have input at a number of stages in the planning process; relatively cost effective</p>
<b>Constraints:</b>	<p>As the charette takes place in a short period of time, there is the possibility that some participants may feel they had insufficient time to understand the issue of process fully</p> <p>Does not involve random selection and is not representative of the community as a whole</p> <p>Public meetings likely to be attended by people who feel strongly about an issue and it may be difficult to involve groups usually marginalised from the consultative process</p>
<b>Helpful Hints:</b>	<p>Useful when a plan for an areas or particular site needs to be prepared in a short period of time and some community consultation is desired</p> <p>May be split over 2 weekends or held on consecutive days</p> <p>If there is strong public opposition to the proposals made, an extra day may be necessary to respond to this criticism</p>

## **LEVEL OF PARTICIPATION: PARTNERSHIPS**

### **Advisory committee**

<b>Description:</b>	Community representatives that work with Council and provide ongoing advice in issues
<b>Benefits:</b>	Involves community members in local issues
<b>Constraints:</b>	Need to ensure the broad involvement of interested individuals Potential to be controlled by a select few
<b>Helpful Hints:</b>	Call for expressions of interest A Committee of Council will need to be chaired by a Councillor Develop Terms of Reference for the Committee including the purpose as an advisory committee only and determining the length of the committee's tenure

### **Taskforce or working party**

<b>Description:</b>	Group of people selected to work with Council to complete a task or develop a new service or facility
<b>Benefits:</b>	Opportunity to maximise skills and resources within the community to complement the roles undertaken by Council
<b>Constraints:</b>	Requires a skilled Chairperson to maximise the contribution of all members
<b>Helpful Hints:</b>	Determine the role and terms of reference of the group Target people who have a proven interest in the project

### **Joint venture**

<b>Description:</b>	A formal arrangement with stakeholders or organisations to plan for and achieve a project or service e.g. funding a joint venture
<b>Benefits:</b>	Greater commitment and responsibility from within the community to establish a facility or service Less reliance on Council funding and resources
<b>Constraints:</b>	Tendency for strong sense of ownership by groups that have contributed funds and time
<b>Helpful Hints:</b>	Any proposal for a joint venture must be reported to Council for endorsement before proceeding

## **Step 5 - Develop Action Plan**

Once the engagement process has been completed, consider the following key activities:

- Examine and analyse key findings from the consultation method(s)
- Identify priorities for Council action
- Identify priorities for others to action e.g. service providers, community groups
- Report to the Council on the key findings and proposed actions
- Refine Action Plan if necessary
- Implement actions
- Monitor and evaluate outcomes
- Follow up any outstanding actions
- Resolve issues as they arise – explain the process and manage expectations
- Inform those people you have consulted with during the process and at the conclusion (close the loop!)

## **APPENDIX 1 – THE CONSULTATION MATRIX**

*Rating Legend:*

*1 = Essential. 2 = Desirable, 3 = May be appropriate*

<b>Type of Consultation</b>	<b>Level 1</b> <i>High Impact</i> <i>Hobsons Bay</i>	<b>Level 2</b> <i>High Impact</i> <i>Local</i>	<b>Level 3</b> <i>Lower Impact</i> <i>Hobsons Bay</i>	<b>Level 4</b> <i>Lower Impact</i> <i>Local</i>
<b>Informing</b>				
Personal Telephone Contact	3	2	3	3
In Person Meeting	3	2	3	2
Written Correspondence	1	1	3	3
Pamphlet	1		3	
Letter Box Drop	1	2	3	3
Notice in Local Newspaper	1	3	2	3
Media Release	1		3	
Site Displays	3	3	3	3
<b>Seeking information</b>				
Suggestion Box			3	2
Telephone Survey	3	3	3	3
Written Survey	3	3	3	
Hotline/Phone In	3	3	3	
Electronic Survey/Poll	3	3	3	3
Media Promotion inviting Submissions	1	3	3	
Public Exhibition	1	3	3	
Interview	3	2	3	3
Focus Group Session	2	2	2	2

## Consultation Matrix continued

<i>Type of Consultation</i>	<i>Level 1</i>	<i>Level 2</i>	<i>Level 3</i>	<i>Level 4</i>
	<i>High Impact</i>	<i>High Impact</i>	<i>Lower Impact</i>	<i>Lower Impact</i>
	<i>Hobsons Bay</i>	<i>Local</i>	<i>Hobsons Bay</i>	<i>Local</i>
<b><i>Involving</i></b>				
Meeting with User of Stakeholder Groups	1	2	2	2
Workshop Session	2	2	2	3
Community Forum	3	3	3	
Site Tour/Meeting	3	2	3	3
Public Meeting	3	3	3	
Citizens' Juries	3	3		
Charette	3	3		
<b><i>Partnerships</i></b>				
Advisory Committee	3			
Taskforce or Working Party	2	3	3	
Joint Venture	3	3	3	3

*Rating Legend:*  
 1 = Essential. 2 = Desirable, 3 = May be appropriate

*Note: Where there is no rating, this means that the type of consultation is not appropriate for the impact level.*

## **APPENDIX 2 – CONSULTATION CHECKLIST**

When undertaking a consultation exercise, consider the following checklist:

1. What is the purpose of the consultation exercise?
2. Does information already exist on the issue?
3. Have you set a clear consultation timeframe?
4. Have you considered the best time to consult?
5. Have you identified all relevant stakeholders and who need to be targeted?
6. What is the best consultation method(s) to use?
7. Have you determined a budget for the project, including possible consultation costs e.g. advertising, mail outs, advertising, publications, facilitators, catering, childcare, staging, hire fees
8. Is there any legal requirement to consult with the community?
9. Do you have appropriately skilled staff for the project?
10. Have you considered the in-house skills available in other Council departments?
  - Available staff and services include:
    - Disability Planner
    - Multicultural Access Officer
    - Aged Services Planner
    - Youth Planner
    - Children and Family Services Planner
    - Service Agreements with Community Centres and Migrant Resource Centre who may be able to offer assistance with venues, advice, meeting attendance
11. Have you consulted with other relevant Council departments?
12. Do you need to consider any sensitive or cultural issues?
13. Are there any opportunities for “hands on” community involvement in the implementation of the project/plan?
14. How will decisions be fed back to participants involved in the consultation/engagement exercise?
15. Do you need to consult with and keep the Ward Councillor informed of the process?
16. Consider sending “Thank You’s” to the people that helped with the consultation exercise.
17. Ensure a copy of the consultation project is added to the Information Management System and Intranet as a permanent record of the exercise.

## **APPENDIX 3 – DE-BRIEF/EVALUATION CHECKLIST**

This checklist can be used as a de-briefing tool to assist in the evaluation of community engagement exercises. You may need to adapt the following questions to fit your circumstances.

### **QUESTIONS**

#### **OBJECTIVES**

Were the objectives of the Community Engagement exercise clear to all involved?

#### **WHO WAS CONSULTED?**

- Did you get responses from the intended target group(s)?
- Did you provide feedback to those consulted?
- Did the people you engaged with feel that the consultation was worthwhile?
- How are you aware of this?

#### **CONSULTATION METHODS**

- Were the methods used the right ones for your objectives?
- If you used more than one method, which method worked better than others and why?

#### **DID YOU GET THE REQUIRED:**

- Quantitative and/or qualitative information?
- Response rate?
- Representative sample?

#### **TIMEFRAME**

- Was the timeframe clear?
- Was the time frame kept to? If not, why not?

#### **INFORMATION PROVIDED**

If information was provided as part of the consultation process, e.g. draft documents for comment, was the information easy to access?

Was the information available in the appropriate format?

#### **RESOURCES**

- Did you budget adequately?
- Were there any unexpected expenses?
- Did you have appropriately skilled staff for the exercise?

- Were you able to use the knowledge and/or expertise of other Council departments?

#### **OUTCOME OF THE COMMUNITY ENGAGEMENT**

- Has the process been of benefit to stakeholders?
- What has changed as a result of the consultation process?
- Did you use the views generated by the process?

#### **FOLLOW THROUGH**

- Who will provide the follow-up?
- How will you monitor the outcomes of the engagement exercise?