

Community Strategic Plan Review Engagement Strategy 2021



Community Strategic Plan Review – Engagement Strategy 2021

PURPOSE

The purpose of this engagement strategy is to ensure that Council's Review of the Community Strategic Plan is undertaken in collaboration with you, our community, to remain a relevant document that reflects the aspirations, needs and priorities of the community.

The Georges River Council inaugural Community Strategic Plan was produced in 2018 with an extensive consultation process that sought the views of a diversity of people. We have also undertaken extensive community consultation and engagement to develop the many other strategies needed by a new Council. This, coupled with the financial pressures faced by Council, means we intend to use the engagement and results of these strategies to **review** our current Community Strategic Plan, rather than adopting a 'blue sky thinking' approach, as this has been done previously in the development of the other strategies.

This engagement strategy outlines the methods of engagement that will be used to ensure all members of the Georges River Community are provided with an opportunity to share their thoughts on the Review of the Community Strategic Plan.

BACKGROUND

Local councils in NSW are required to undertake planning and reporting activities as part of the Integrated Planning and Reporting Framework in accordance with the Local Government Act 1993 and the Local Government (General) Regulation 2005. The Integrated Planning and Reporting Framework requires councils to prepare a ten year Community Strategic Plan, a Resourcing Strategy, a four year-Delivery Plan, an annual Operational Plan, an Annual Report and an End of Term Report.

The Community Strategic Plan (The Plan) is the most important legislated plan that sits above all Council's other plans as it identifies the community's main priorities and aspirations for the future, taking into account the resources that will be realistically available expressed through the Long Term Financial Plan.

This Community Strategic Plan Review must be adopted by the new Georges River Council by 30 June 2022 (NSW Local Government Act (1993) S402 (5)).

WHO IS THIS STRATEGY FOR?

This engagement strategy is of interest to all individuals and groups who live or work in the Georges River Local Government Area (LGA) or are affected by Council's decision-making processes within Georges River. We actively encourage our community to get involved in community engagement.

To ensure our engagement reflects our community, demographic groupings have been developed as a guide using the 2016 Census data from the Australian Bureau of Statistics as follows:

- 0 – 19 year age bracket = 23%
- 20 – 34 year age bracket = 24%
- 35 – 59 year age bracket = 26%
- 60 and over age bracket = 27%

Almost 28% of our diverse community has Chinese ancestry, and our engagement will seek to reflect these demographics.

WHAT IS COMMUNITY ENGAGEMENT?

Community engagement is the act of informing, consulting, involving, collaborating and empowering individuals and groups on relevant topics, issues or decisions that may affect their everyday lives. This may involve sharing information using a variety of methods and seeking community feedback in person, online or through other activities.

WHY IS COMMUNITY ENGAGEMENT IMPORTANT?

Community engagement allows you to identify local ideas, priorities, concerns and opportunities in relevant processes that affect you and the community. Council can then use this information to make decisions about our local area. Community engagement does not replace the decision making functions of Council, rather it informs and guides it.

SOCIAL JUSTICE PRINCIPLES

The Community Strategic Plan Review Engagement Strategy is underpinned by the following social justice principles:

EQUITY – There should be fairness in decision making, prioritising and allocation of resources, particularly for those in need. Everyone should have a fair opportunity to participate in the future of the community. The planning process should take particular care to involve and protect the interests of people in vulnerable circumstances.

ACCESS – All people should have fair access to services, resources and opportunities to improve their quality of life.

PARTICIPATION – Everyone should have the maximum opportunity to genuinely participate in decisions which affect their lives.

RIGHTS – Everyone should have civil, political, economic, cultural and social rights to participate in community life.

These principles are interrelated and will continue to guide Council through the delivery and assessment of the effectiveness of our Community Strategic Plan.

TRANSLATION INTO COMMUNITY LANGUAGES

Council is committed to ensuring community engagement is accessible and inclusive to ensure members of culturally and linguistically diverse communities and community members with access issues are able to engage with Council.

Council's website offers a content translation conversion service using Google Translate and promotes Council's Translation and Interpreter Telephone Service (TIS Phone: 131 450) on the footer of every webpage across the platform.

We strive to ensure all members of our community are able to access Council's key strategic documents which guide all of Council's activities and, accordingly, are embarking on

redesigning these documents to incorporate a brief document summary translated into the top four community languages spoken in the Georges River area.

HOW WE DEVELOPED THIS STRATEGY

This Community Strategic Plan Review Engagement Strategy was developed by examining Council's previous Community Strategic Plan Engagement Strategy and using the principles and framework of Council's [Community Engagement Strategy 2018 -2028](#).

COVID-19 PANDEMIC

Council will conduct all community engagement with COVID-19 Pandemic safe engagement methods and will ensure that as many people as possible can participate in community engagement in a COVID-19 Pandemic safe way.

We will adhere to all recommended actions from the NSW Government in relation to the COVID-19 Pandemic. Our community engagement methods will be amended in the event of a lockdown at the time of engagement activities.

OUR ENGAGEMENT FRAMEWORK

In this review of the Plan, we will inform, consult and involve you. The specific role of each level of engagement is outlined below:

INFORM		
<p>To provide you with balanced and objective information to assist you in understanding a particular matter.</p> <p>Informing may take place after a decision has already been made or to prompt further action.</p>	<p>Our commitment</p> <p>We will keep you informed.</p> <p>We will be open about how much influence you can have.</p> <p>We will be open about Council's role.</p> <p>We will clearly outline how you can provide feedback or get in touch.</p>	<p>Level of impact, influence and involvement from you</p> <p>● ○ ○ ○ ○</p>
CONSULT		
<p>To obtain your feedback on a particular matter and to contribute to shaping the outcome.</p> <p>Involving may be undertaken using a variety of communication channels and/or engagement activities.</p>	<p>Our commitment</p> <p>We will listen to our diverse community.</p> <p>We will actively ask for your views and opinions.</p> <p>We will value and consider all feedback received.</p> <p>We will inform you of the outcome.</p>	<p>Level of impact, influence and involvement from you</p> <p>● ● ○ ○ ○</p>
INVOLVE		
<p>To actively seek your participation to ensure that concerns and aspirations are understood and considered prior to decision making.</p> <p>Consulting requires the community to take greater responsibility for what is happening in their local area.</p>	<p>Our commitment</p> <p>We will actively reach out to you for your participation.</p> <p>We will provide a range of opportunities for you to participate.</p> <p>We will actively work to involve new voices.</p> <p>We will demonstrate how your involvement was used.</p>	<p>Level of impact, influence and involvement from you</p> <p>● ● ● ○ ○</p>
COLLABORATE		
<p>To partner with you in each aspect of a decision, including the development of alternatives and the identification of the preferred solution.</p>	<p>Our commitment</p> <p>We will work together to formulate solutions.</p> <p>We will incorporate your advice and recommendations into decisions as much as possible.</p>	<p>Level of impact, influence and involvement from you</p> <p>● ● ● ● ○</p>
EMPOWER		
<p>To place final decision making in your hands.</p>	<p>Our commitment</p> <p>We will implement what you decide.</p>	<p>Level of impact, influence and involvement from you</p> <p>● ● ● ● ●</p>

(From Georges River Council Community Engagement Strategy 2018 – 2028)

COMMUNICATIONS TOOLS

We will use a range of tools to provide you with relevant information about local issues. The table below provides a summary of the various types of communication tools we use.

Stage 1	Pre-recorded video webinar briefing of Your Say Panel – with survey for early input for priority projects
Stage 1	Rates insert information to all ratepayers with QR code to Your Say Survey
Stage 1	Direct invitations to workshops / webinars/ drop ins for Your Say Panel and Advisory Groups
Stage 1	Short video about the CSP using existing footage where possible
Stage 1 & 3	2CR radio media releases
Stage 1 & 3	Media releases The Leader, Chinese Daily, El Telegraph; Greek Herald
Stage 1 & 3	QR codes on various mediums
Stage 1 & 3	Dedicated email address “Theplan2022@georgesriver.nsw.gov.au”
Stage 1 & 3	Messages on hold
Stage 1 & 3	Posters with QR code
Stage 1 & 3	Newsletters to engaged ‘Your Say’ recipients
Stage 1 & 3	Community newsletter – timing dependent
Stage 1 & 3	Community e-newsletter
Stage 1 & 3	Social media platforms
Stage 1 & 3	Council’s website
Stage 1 & 3	Electronic signage - Hurstville Transport Interchange, Customer Service Centres, Libraries
Stage 1 & 3	St George Leader advertisement
Stage 1 & 3	Council APP - presence and link to ‘Your Say’ platform
Stage 2	‘Your Say’ - online survey
Stage 2	Hard copy surveys available at Customer Service Centres and Libraries *
Stage 2	Two ‘Drop In’ sessions at Peakhurst Foodies Market (Peakhurst Ward) and Carss Park Football Oval (Blakehurst Ward) for residents - face-to-face *
Stage 2	Three workshops with webinar or recording capability – one each at Hurstville Library (with interpreter)(Hurstville Ward), one at Mortdale Community Centre (Mortdale Ward) and one at Kogarah Library (Kogarah Bay Ward) *
Stage 2	Pop up banners ‘Your Say’ for workshops and drop ins
Stage 2	Free text submissions via Your Say
Stage 2	One Government stakeholders workshop – MPs, State and Federal Government Departments, neighbouring councils. (after community input to project and advocacy priorities)
Stage 3	Public notice in Leader about exhibition of draft Plan

*COVID-19 Pandemic restrictions permitting.

TIMEFRAMES

Stage 1: **Inform**: June / July / August 2021

Stage 2: **Inform / Consult / Engage**: July / August / September 2021

Stage 3: **Inform / Consult**: May / June 2022

PROTECTING YOUR PRIVACY

We take privacy very seriously and when you provide us with information about yourself, we will never publish your personal data publicly. We will also take all reasonable and appropriate steps to protect the privacy of individuals as required by relevant legislation. We will ensure we use correct collection notices and privacy statements on all online and hardcopy consultation materials that capture any identifying personal information. The way information is collected, stored and used will also comply with legislative requirements.



Community Strategic Plan Review

ENGAGEMENT STRATEGY 2021

www.georgesriver.nsw.gov.au