Community Engagement

Framework

city of
Rockingham
where the coast comes to life

Executive Summary

Community engagement is a process during which community members and relevant stakeholders are informed about plans and activities within the City, and can actively become involved with providing input.

Each engagement process varies according to its level and impact. For example, the level of engagement that would be required for the building of a major road would be more intensive than the level required for the building of a footpath.

Community Engagement is a key element of the City's Strategic Community Plan (2023-2033) and is addressed under the following aspirations:

ASPIRATION 1

Social

A family-friendly, safe and connected community

Outcome: Connected community
Objective: Provide opportunities for community engagement and participation

ASPIRATION 5

Leadership

Transparent and accountable leadership and governance

Outcome: Quality leadership
Objective: Provide community communication and facilitate engagement opportunities

Community Consultation Approach

The City follows our Council Policy for Community Engagement. One of three approaches can be followed for any community engagement activity:

	Low stakeholder participation	Medium stakeholder participation	High stakeholder participation
Approach	**INFORM**	**CONSULT**	**PARTICIPATE**
Expected community interest levels	The issue will not have much impact on the community and is unlikely to raise concerns	The issue will affect the community and may raise some concerns	The issue will have a large impact on the community, and there will be an expectation that community opinion will be obtained
COR examples	Road works, statutory requirements	New infrastructure for the City	Strategic Community Plan
Suggested tools to use	• Rock Port • Social media • Advertising • Information sessions • Fact sheets • Brochures or pamphlets • Website • City Chronicle • Letters to localised area	• Rock Port • Public comment: share your thoughts • Surveys • Public meetings • Information sessions • Letters • Brochures or pamphlets • Website • City Chronicle • FAQ sheets • Social media • Advertising	• Rock Port • Public comment: share your thoughts • Surveys • Workshops • Focus groups • Advisory committees • Councillor workshops • Public meetings • Social media • Advertising • City Chronicle
	Low Issue Complexity	**Medium Issue Complexity**	**High Issue Complexity**

Table adapted from the International Association for Public Participation Spectrum of Public Participation (IAP2 © 2007 www.iap2.org)

Key Steps

The City follows a decentralised approach toward community engagement, with teams planning and managing their own community engagement activities. In this regard, teams are encouraged to consider each of the following six steps when planning any form of community engagement:

1 Identify the issue

2 Identify who will be affected

3 Identify how the community engagement will be done

4 Complete the consultation and analyse the outcomes

5 Share the outcomes and implement the actions

6 Evaluate the process

Key Values

Community consultation is always done in line with the following values:

Integrity

Empathy

Open communication

Transparency

Inclusiveness

Accountability

Council Policy

Council Policy Objective

The objectives of this policy are to:
- ensure that the City of Rockingham's community and relevant stakeholders are provided opportunities to participate and contribute to the decision making process on relevant matters.
- affirm the City of Rockingham's commitment to facilitating community and stakeholder engagement to inform its decision making process.
- ensure that community and stakeholder engagement is fit-for-purpose.
- guide the City's approach to community and stakeholder engagement.

Council Policy Scope

This Policy applies to Elected Members and all City of Rockingham employees.

Council Policy Statement

As a Local Government the City is guided by a range of statutory requirements that define minimum levels of engagement with the community and relevant stakeholders. Council recognises that community engagement is an important element in its decision making process.

The City is committed to facilitating a fit-for-purpose community and stakeholder engagement process, and does not prescribe a single approach. The level of engagement is determined by the context of the project and the impact on the community.
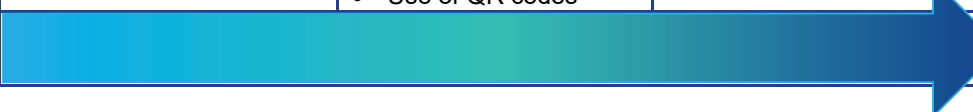
The City's policy is based on the following principles:

· **Inform** - we engage the right people as early in our process as we possibly can
· **Consult** - we create opportunities for a two way communication
· **Participate** - we provide opportunities for the community to be actively involved
· **Share** - we share the outcomes
· **Measure** - we measure our performance.

The City's Engagement approach is adapted from the International Association for Public Participation's Spectrum of Public Participation (IAP2). The IAP2 is an association which aims to promote and improve the practice of public participation.

The City will follow three community engagement approaches, Inform, Consult, Participate, depending on the particulars and complexity of a project or initiative, as detailed below:

Policy Name:	Community Engagement	Council Adoption:	28 June 2022 (GM-010/22)
Version:	1	Amendment:	
Review Date:	March 2024	Responsible Team:	General Management Services

Council Policy

	Low stakeholder participation	Medium stakeholder participation	High stakeholder participation
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Issue complexity			

In achieving Council's Policy objectives, the Chief Executive Officer must ensure that the following key areas of activity are fulfilled:

1. **Statutory compliance** – compliance with relevant Legislation
2. **Fit for purpose** – adapted from the International Association for Public Participation's Spectrum of Public Participation (IAP2)
3. **Strategic integration** – Integrate with the City's Strategic Development Framework Policy and Council Policy Framework
4. **Diversity** – ensure that the City's Communications and engagement methods are inclusive and accessible to all and are aligned to the City's Disability Access and Inclusion Plan and Reconciliation Action Plan
5. **Timeframes** – The engagement period will be for a minimum period of 14 days. For more complex matters this may be extended. The City will take into account holiday periods when determining timing and duration of consultations
6. **Reporting** – a standardised approach to reporting outcomes in Council Reports.

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Council Policy

The CEO is responsible for implementing processes and systems to achieve the policy objectives and ensure an organisation wide commitment to robust engagement on matters that impact the community.

Definitions

Community engagement: Engagement, or public participation, is a process for making better decisions that incorporates the interests and concerns of all affected stakeholders and meets the needs of the decision-making body (IAP2).

Stakeholder: any individual, group of individuals, organisations, or political entity with a stake in the outcome of a decision (IAP2).

Legislation

Section 1.3 (2) of the Local Government Act 1995

Other Relevant Policies/Key Documents

Council Policy Framework

Strategic Development Framework Policy

Risk Management Policy

City of Rockingham Strategic Community Plan

Reconciliation Action Plan

Disability Access and Inclusion Plan

International Association for Public Participation's Spectrum of Public Participation (IAP2)

Internal documents

Community Engagement Framework

Project Management Framework

Risk Management Framework

Responsible Division

General Management Services

Review Date

March 2024

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