

**Rockingham: *Our City, Our Future*
Community Engagement Program**

Communication Plan

Updated November 2012

TABLE OF CONTENTS

1.0	BACKGROUND	3
1.1	Executive summary	3
1.2	Project Planning to-date	4
1.3	Rockingham's demographics and key communication considerations	4
1.4	Project Branding – Our City Our Future	4
2.0	COMMUNICATION OBJECTIVES	5
3.0	STRATEGY	5
4.0	KEY MESSAGES	6
5.0	COMMUNICATION TOOLS	7
5.1	Postcard	7
5.2	Website.....	7
5.3	Online Survey	8
5.4	Social Media	8
5.5	Stakeholder letters	8
5.6	Advertisements.....	8
5.7	Media releases	8
5.8	Fact sheets	8
5.9	Letters to Stakeholders	9
6.0	KEY STAKEHOLDERS	9
6.1	External stakeholders	9
6.2	Internal stakeholders	10
7.0	IMPLEMENTATION SCHEDULE	ERROR! BOOKMARK NOT DEFINED.

1.0 BACKGROUND

1.1 Executive summary

The City of Rockingham is seeking to proactively communicate with the community in the development of a Local Planning Strategy (LPS) that will guide the long term land use planning of the City to 2031 and beyond.

Involving the community and raising awareness of the LPS process is critical in developing a successful land use plan that reflects a shared community vision and set of aspirations for the future generation of Rockingham.

As part of an initial Community Engagement Program (CEP), ConsultWG has prepared a Communication Plan, which will assist the project team with the coordination and management of communication activities during the 'Community Awareness & Feedback Phase' and re-engaging the community via the 'Outcomes and Next Steps' phase of the project.

This plan identifies key messages, project milestones and sets out how and when communication will occur. It is a living document and will be regularly updated to reflect outcomes from internal and community workshops, research and the needs of the developing project. This plan reflects the City's commitment to open and transparent communication with its residents.

A wide range of communication initiatives will be implemented to support the two key phases of the consultation process 1. Community Awareness & Feedback Phase (October /November), 2. Outcomes and Next Steps Phase (December/January). Communication for the 'Community Awareness and Feedback' phase will provide a strong call to action and highlight opportunities for people to get involved and have a say. These initiatives include:

- Production and distribution of a community survey available online, council and local libraries;
- Letters and emails to the community stakeholder groups;
- Establishment of a webpage on the City of Rockingham website, displaying clear and easy to understand information on the LPS and how to have a say;
- Provision of an online forum to encourage broad community input;
- Development of discussion papers and factsheets uploaded to the dedicated webpage to provide the community with ongoing information about the intent of the LPS;
- Advertisements and advertorial in local community newspapers highlighting opportunities for community members to get involved in the LPS process;
- Printed media and display material to provide up-to-date information; and

- Development of a series of regular media releases with key messages for publication in local community newspapers.

All communication materials will be prepared in accordance with the *City of Rockingham's Communication Guide*.

1.2 Project Planning to-date

The project has already commenced with a needs assessment and a number of internal stakeholder forums. Outcomes from the Internal Officer and Councillor workshops have confirmed the focus of planning issues to be explored with the community during this early initial consultation phase and these will be reflected in supporting communication material.

1.3 Rockingham's demographics and key communication considerations

In line with the *Beckwith Community Engagement Program Strategy*, appropriate and targeted communication tools will be implemented to take into account the following demographics:

- In 2006, almost 60 per cent of Rockingham dwellings had internet access which would indicate many residents would embrace the use of online methods to access information and have a say on the project.
- With a population of more than 107,000 and a geographical spread of some 260km, residents may feel more attached to their suburb. Communication will target residential areas through resident association newsletters, school newsletters, and personal contact with key community leaders.
- Rockingham has a high number of young families. Family demands might make it harder for those residents to attend face-to-face forums and more convenient to rely on online communication to stay informed and engaged.
- The City of Rockingham has a growing number of Fly in Fly out workers and shift workers. Offering an online forum would provide an appropriate avenue for being involved and giving the Council feedback.

1.4 Project Branding – Our City Our Future

Whilst no formal branding had been established for this project to date it is recommended that an appropriate branding tag line is utilised in all print and on line media. As agreed with the project team – the tag line "Our City Our Future" will be used to ensure consistent communication and create community identity with the project. This tag line will also be used as

a secondary or primary tag for communication specific tools to further highlight planning topics and key issues i.e. “Our City Our Future | Baldivis Community Workshop”.

2.0 COMMUNICATION OBJECTIVES

The objectives for the Rockingham Local Planning Strategy CEP Communication Plan are as follows:

- to proactively engage with community to maximise awareness and participation in the first stage of the Local Planning Strategy process;
- to provide clear, timely and relevant information to stakeholders and the community;
- to provide information about the Local Planning Strategy project at all levels to engage a wide range of community from browsers to the attentive;
- to generate interest and attendance at the community workshops and public display; and
- to actively and consistently communicate key project messages.

3.0 STRATEGY

Objective	Strategy
To proactively engage with community to maximise awareness and participation in the Local Planning Strategy process	<ul style="list-style-type: none"> • Community workshops • Dedicated webpage • Postcard • Community survey • Posters • Generate a series of accurate and informative media releases and media articles regarding the progress of the project, opportunities to have a say and next steps. • This will be done through ConsultWG in consultation with the City’s Strategic Planning and Communication teams to ensure information is conveyed in a way that can be easily understood and is accurate.
To provide information about the LPS project at all levels to engage a wide range of community from browsers to the attentive	<ul style="list-style-type: none"> • Invite feedback on the Local Planning Strategy via an online forum mechanism • Utilise the City’s social media presence to provide an alternative avenue for informing people and raising awareness of the LPS project. • Take into account latest demographic data and ensure

	communication material is appropriate to a range of audiences.
To provide clear, timely and relevant information to stakeholders and the broader community.	<ul style="list-style-type: none"> • Distribute a community survey to residents in hard copy and online. • Produce factsheets covering key planning focus areas for the LPS • Regular updates to dedicated webpage to maintain momentum of project. • Monthly articles in the City's news column in the local newspaper. • Regularly update meetings with the project team to ensure messaging reflect current themes of the LPS project. • Generate series of accurate and informative media releases regarding progress of the project.
To generate interest and attendance at community workshops and public display.	<ul style="list-style-type: none"> • Encourage City of Rockingham Councillors to promote workshops to ward residents via word of mouth. • Ensure print media highlighting opportunities to get involved in the LPS is prominently displayed at key community venues. • Personal invites developed and distributed to key community and stakeholder groups. • Disseminate advertising material through Residents Associations, community groups, schools and key community leaders.
To actively and consistently communicate key messages.	<ul style="list-style-type: none"> • Convey key messages through various communication tools to the local community. • Generate series of accurate and informative media releases regarding progress of the project.

4.0 KEY MESSAGES

The following key messages have been developed by ConsultWG to ensure clear and consistent information regarding the Local Planning Strategy process and will underpin all communication material during the 'Community Awareness' phase of the CEP.

- The City of Rockingham is preparing a Local Planning Strategy to guide planning and development of the City over the next 20 years and beyond. It will also provide a blue print for a new town planning scheme.
- Titled Our City Our Future – the Local Planning Strategy will build upon the community vision identified in the City's ten year Strategic Community Plan, and will assist with Rockingham's evolution into one of the safest, most liveable and sustainable Cities in the nation.
- The Local Planning Strategy is an important project for the whole community and the City is inviting everyone who lives, works or plays in Rockingham to have a say on shaping the future of Rockingham.
- Community input is critical in developing a Local Planning Strategy that reflects a shared community vision and a set of aspirations for the future generation.
- Whether you have a few minutes or a couple hours, it's easy to have a say...

5.0 COMMUNICATION TOOLS

5.1 Postcard

A postcard launching the Our City Our Future project to be sent to every household in Rockingham. The postcard will display the project title Our City Our Future and outline how people can participate and highlight the webpage address for further information. It is suggested a creative concept is developed aimed at encouraging the community look forward 20 years in to the future of our City. It is recommended postcards are also distributed to key community venues for maximum awareness.

5.2 Website

In line with the Beckwith CEP Strategy, a webpage will be created to provide the broader community with easy and reliable point of access throughout the consultation process. This page will host all the latest information on the LPS process and opportunities to get involved. It has been agreed with the Project Team the URL for the webpage will be: www.rockingham.wa.gov.au/OurCityOurFuture.com.au

This webpage will be a living page, enabling the community to keep up-to-date and involved in the project. In addition, it will provide a direct link to an online survey for the duration of the initial

consultation phase (up to 26 November). Copy to be prepared by ConsultWG in consultation with the City, uploading and web page design by the City of Rockingham.

5.3 Online Survey

It is recommended an online survey is established through Survey Monkey and made accessible via the webpage. This will provide the community with a quick and easy method with which to give feedback on key planning issues.

5.4 Social Media

Information about the LPS process / how to have a say to be posted on the City's social media page and regularly updated as the project progresses. Copy to be provided by ConsultWG with uploading and monitoring by the City.

5.5 Stakeholder letters

Letters of invite will be sent to the community stakeholder groups in October to formally introduce the LPS project, provide an overview of the consultation process, contact information and details of the community workshops.

5.6 Advertisements

A half page advertisement inviting the broader community to get involved and attend community workshops will be developed by ConsultWG and placed by the City of Rockingham in the Sound Telegraph and Weekend Courier local papers at least two weeks prior to the first community workshop (see attached implementation schedule for suggested dates).

This advertisement will be designed by Media Engine to reflect the Our City Our Future branding.

5.7 Media releases

Media releases will be developed during the 'Community Awareness' to introduce the consultation process for the Local Planning Strategy and will highlight a strong call to action / opportunities for community participation. A media release will be developed following the consultation activities to re-engage the community and outline the next steps for the project as well as highlight key emerging themes from the first round of consultation.

The City of Rockingham will be responsible for providing all responses to media enquiries relating to the Local Planning Strategy process.

5.8 Fact sheets

As agreed by the Project Team, the City in conjunction with ConsultWG, will prepare factsheets on the common planning themes: Housing, Heritage and Environment, Employment and

Economic Development and Community Health and Wellbeing to provide the community with helpful information to aid comments on the LPS.

Information for the factsheets would be provided by the City of Rockingham Strategic Planning team and prepared by ConsultWG in easy to understand terms.

It is recommended these factsheets are professionally designed and branded as Our City Our Future factsheets in keeping with advertising and the webpage. The factsheets will be created as a PDF and uploaded to the Our City Our Future webpage and would also be available in hard copy at the workshops and Rockingham Community Fair public display.

5.9 Letters to Stakeholders

Letters to raise awareness of the first stage of the Local Planning Strategy process and highlight opportunities to get involved will be prepared throughout the initial consultation phase and distributed to key community groups such as residents associations newsletters, schools, FIFO Families and other key stakeholders.

6.0 KEY STAKEHOLDERS

6.1 External stakeholders

Community Groups	Contact
Baldivis Community Association 210 Young Road BALDIVIS WA 6171	Ms M Smith Secretary
Settlers Hill Residents Association 15 Tuomey Follow BALDIVIS WA 6171	Ms Lorna Gerber Secretary 0439 092 562
Secret Harbour Residents Association PO Box 7091 SECRET HARBOUR WA 7312	Mr Patrick Moran President
Singleton Residents Association PO Box 7310 SECRET HARBOUR WA 6173	Mr K Roots President
Golden Bay Progress Association 18 Mileura Street GOLDEN BAY WA 6174	Secretary

Other Stakeholders	Contact
Media (Sound Telegraph & Weekend Courier)	
Other special interest groups (i.e. FIFO Families, Environmental groups)	
Aboriginal Groups	Trevor Walley 0439 921234
Schools	

Further details to be provided as part of stakeholder participant list.

6.2 Internal stakeholders

Internal Stakeholder Groups	Manager
Elected Members	City of Rockingham
Mr Andrew Hammond	Chief Executive Officer
Mr Bob Jeans	Director Planning and Development Services
Mr Chris Thompson	Director Engineering & Parks Services
Ms Gay Thornton	Director Community Development
Mr John Pearson	Director Corporate Services
Mr John Woodhouse	Director Legal Services and General Counsel
Mr Ben Searcy	Manager Human Resource Development
Mr Peter Varris	Manager Governance & Councillor Support
Mr Michael Yakas	Manager Customer & Corporate Support
Mr Richard Rodgers	Manager Building Services
Mr Kelton Hincks	Manager Asset Services
Mr Nicholas Brown	Manager Community & Leisure Facilities
Mr Michael Holland	Manager Community Capacity Building
Mr Michael Quirk	Manager Community Infrastructure Planning
Ms Jillian Obiri-Boateng	Acting Manager Community Support Services
Ms Genevieve Rowles	Manager Community Safety
Mr Cadell Buss	Manager Economic Development
Mr Scott Lambie	Acting Manager Engineering Services
Mr Ian Daniels	Project Manager Mundijong Road

Mr Stuart McCarthy	Manager Engineering Operations
Mr Gary Rogers	Manager Procurement and Projects
Mr Allan Moles	Manager Financial Services
Mr Rodney Fielding	Manager Health Services
Ms Fiona Lambrick	Manager Information Systems
Mr James Henson	Manager Parks Development
Mr Graham Rose	Manager Waste and Landfill Services
Mr Adam Johnson	Manager Parks Operations
Mr Peter Ricci	Project Manager - Keralup
Mr Michael Ross	Manager Statutory Planning
Ms Karin Strachan	Manager Strategy Co-ordination
Mr Brett Ashby	Manager Strategic Planning and Environment
Ms Fiona Pond	Co-ordinator Sustainability & Environment
Mr Jeff Bradbury	Co-ordinator Strategic Planning

7.0 IMPLEMENTATION SCHEDULE

Community Awareness and Feedback Phase October & November					
Tool	Description	Timing	Quantity	Responsibility	Comments
Council Column - August issue	Draft article to introduce Local Planning Strategy	20 August		ConsultWG	COMPLETED
Communication Plan	Draft Communication Plan for 'Community Awareness' phase of CEP	27 August		ConsultWG	COMPLETED
	Review and provide feedback/approval	Ongoing		CoR	Comms Plan updated following feedback from CoR and additional key dates/actions.
Stakeholder database	Develop participant stakeholder database	1 September		ConsultWG	COMPLETED
Council Column–September issue	Draft article to promote upcoming community workshops for 28 September issue.	COMPLETED		ConsultWG	COMPLETED
Stakeholder letters/email	Draft Stakeholder letters/emails of invite and dispatch to community stakeholder database	COMPLETED		ConsultWG	COMPLETED
Half Page Advert - have a say	Draft copy for ad promoting community workshops and opportunities to have a say	COMPLETED	1	ConsultWG	COMPLETED
	Book ad space in Sound Telegraph and Weekend Courier	W/c 22 October W/c 29 October W/c 5 November		CoR	COMPLETED
	Design of Ad and submission to Sound Telegraph and Weekend Courier	Ready for W/c 22 October		ConsultWG/ME	COMPLETED
Community Survey	Develop comprehensive survey questions	COMPLETED		CoR	COMPLETED.
	Design and print surveys ready for distribution	w/c15 October	2,000 (500 - venues)	CoR/ME	COMPLETED

			1500 - workshops & info display		
	Circulated to key community venues	w/c 22 October			
Tool	Description	Timing	Quantity	Responsibility	Comments
Postcard	Develop postcard launching Our City Our Future and opportunities to get involved for distribution to all households in Rockingham	COMPLETED	44,000	ConsultWG	COMPLETED
	Design and print of postcards ready for distribution	w/c 15 October	44,000	ConsultWG/ME	
	Dispatch postcards to 'Council ratepayers' database – 44,000 households and circulate to key community venues (libraries, council office)	w/c 15 October	42,600 – households 1,400 libraries & key venues	CoR	COMPLETED
Discussion papers/factsheets	Draft background information 5 x factsheets (Introducing Our City Our Future, Housing, Heritage & Environment, Employment & Economic Development & Community Health & Wellbeing)	W/c 29 October		CoR/ConsultWG	COMPLETED
	Design & print factsheets for circulation at workshops and Community Fair		2,000 of each + PDF copies for upload to webpage	ConsultWG/ME	COMPLETED
	Upload PDF factsheets to webpage	W/c 29 October		CoR	
Webpage	Develop dedicated webpage copy to launch Consultation for Our City Our Future	COMPLETED		ConsultWG	COMPLETED
	Establishment of webpage: www.rockingham.wa.gov.au/OurCityOurFuture with links to initial factsheet, social media and online survey.	Web page goes LIVE w/c 15 October		CoR	COMPLETED
Social Media	Draft copy for social media presence	COMPLETED		ConsultWG	
	Update copy to the City's social media page	16 October		CoR	Chandran to provide post content and book key dates into Social Media Calendar.
Online Survey	Draft questions for online survey	w/c 8 October		ConsultWG	COMPLETED
	Develop survey using Survey Monkey	w/c 15 October		CoR	

	Establish online survey as link to webpage www.rockingham.wa.gov.au/ourcityyourfuture	w/c 22 October		CoR	
Media Release #1	Draft Media #1 to announce first stage of consultation for Our City Our Future	w/c 1 October		ConsultWG	COMPLETED
	Approval and dispatch to media outlets	w/c 8 October		CoR	
Tool	Description	Timing	Quantity	Responsibility	Comments
Community Workshops	Facilitate Community Workshops in each of the four wards (1-4)	7 Nov – Coastal 8 Nov – R'ham 13 Nov – Baldivis 15 Nov – S Bay		ConsultWG	
Media Release #2	Draft Media release to encourage people to get along to info display at Community Fair/ closing dates to comment (26 Nov)	w/c 3 November		ConsultWG	With CoR for approval
	Approval and dispatch to media outlets	w/c 3 November		CoR	
Online Media	Webpage / social media updated and details regarding Rockingham Community Fair public display posted	w/c 3 November		CoR	COMPLETED
Rockingham Community Fair Public Display		18 November		ConsultWG/CoR	
STAGE 1 CONSULTATION CLOSES – 26 NOVEMBER					

Outcomes and Next Steps Phase – December 12 and January 13					
Tool	Description	Timing	Quantity	Responsibility	Comments
Webpage	Webpage / social media updated to advise survey closed and thank community for input – more information to follow	w/c 26 November		ConsultWGCoR	
Media Release #3	Draft media release to provide an update	w/c 3 December		ConsultWG	

	regarding feedback received through consultation, highlight some key emerging themes and refer community to webpage for updates.				
	Approve and submit to media outlets	w/c 3 December		CoR	
Tool	Description	Timing	Quantity	Responsibility	Comments
City Column – Weekend Courier December issue	Draft 'thank you for feedback to-date' article and refer community to webpage for outcomes of survey/workshops	w/c 10 December		ConsultWG	
Letter/emails to stakeholders	Draft 'thank you for your participation letter to community groups and individuals who attended workshops and refer to webpage for outcomes of survey.	w/c 3 December		ConsultWG	
Survey results	To be updated to the webpage for public viewing	End of December/beginning of 2013		ConsultWG/CoR	