



# ORANGE CITY COUNCIL

All policies can be reviewed or revoked by a resolution of Council, at any time.

## COMMUNITY ENGAGEMENT

ST011

F22

### OBJECTIVES

The Community Engagement Policy guides a consistent approach to engaging with the community.

Engagement assists Council to:

- better meet the needs of the community
- tap into local knowledge and expertise
- have a more informed community
- encourage and enable the community to participate in decision making
- ensure Council works on behalf of the people in the community
- meet the requirements of legislation, policies and procedures

This Policy is based on the internationally recognised levels of community participation – Inform, Consult, Involve, Collaborate and Empower (see below).

### APPLICABILITY

To comply with the requirements of the legislation and the Planning and Reporting Guidelines for local government in NSW, Council must have a strategy that sets out how it will engage with the community.

### GENERAL

This Community Engagement Policy endorses the social justice principles of equity, access, participation and rights and ensures that social, environmental, economic and civic leadership considerations are adequately addressed in the community engagement process.

Orange City's approach to community engagement is guided by the values and frameworks of the International Association of Public Participation (IAP2) (see box over page).

IAP2 is the recognised global authority on tools and best practices for people who develop and conduct public participation processes and has already been adopted by many local government areas across Australia.

# ORANGE CITY COUNCIL

All policies can be reviewed or revoked by a resolution of Council, at any time.

## IAP2'S PUBLIC PARTICIPATION SPECTRUM



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

		INCREASING IMPACT ON THE DECISION 				
		INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL		To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
	PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

© IAP2 International Federation 2014. All rights reserved.

## PUBLIC PARTICIPATION

A five tier level of community engagement is used to guide Council's approach to conducting consultation.

### 1 INFORMING

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

#### Tools for Informing Include:

- Council websites
- Information sheets and FAQs
- Media Releases
- E-Newsletter
- Advertising
- Councillor feedback to the community

# ORANGE CITY COUNCIL

All policies can be reviewed or revoked by a resolution of Council, at any time.

## 2 CONSULTING

- 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

### Tools for Consulting include:

- Orange Your Say Site
- Exhibition periods
- Surveys
- Incoming records/Customer Service
- Councillor interactions with the community

## 3 INVOLVING

- Involving the community in discussion and debate
- Ensuring informed input through workshops and information
- Adopting a more personal and innovative approach through personal contact meetings/sessions that encourage participation
- Involving at different times in the planning process, ie keeping informed and enabling further comment

### Tools for Involving include:

- Open forums at Council meetings
- Public meetings
- Specific purpose consultations
- Mediation
- Councillor interaction with the community
- Councillor and public workshops

## 4 COLLABORATING

- Establishing a structure for involvement in decision-making, eg committee
- Enabling ongoing involvement and keeping informed
- Allocating responsibility in achieving initiatives

### Tools for Collaborating include:

- Council committee structure
- Councillor involvement in the committee structure

## 5 EMPOWERING

- Council elections

### Tools for Empowering include:

- Ballots

# ORANGE CITY COUNCIL

All policies can be reviewed or revoked by a resolution of Council, at any time.

## WHEN TO ENGAGE?

Council must consult when:

- It is required by legislation
- It wants to identify community issues, needs and priorities

Council should consult when:

- Any proposed changes will impact on current users or customers of a Council service or facility
- Any proposed changes which will affect the rights or entitlements of community members, including minority groups
- There is potential impact on surrounding neighbours
- It wants to monitor customer satisfaction with Council's services facilities
- There is a level of controversy or sensitivity about a particular issue
- There is conflict among community members about an issue.

## WHEN WILL COMMUNITY ENGAGEMENT OCCUR?

Council will engage the community in the following areas:

- **Strategy Planning**  
This refers to the development of strategic plans and projects that inform the Delivery/Operational Plan.
- **Policy Development and Implementation**  
This includes any policy development that has a direct impact on the community.
- **Site Specific**  
This refers to any changes to a site that may have impact on the community.
- **Service Planning**  
This includes the development and/or improvement to a service.
- **Areas of improvement**  
This refers to any improvement required to increase the quality of lifestyle for the community.
- **Legislative Requirements, including planning issues**  
This refers to all prescribed plans and projects under the Local Government Act (1993) and other relevant Acts.

## WHAT LEVEL OF ENGAGEMENT WILL OCCUR?

Council will call for different levels of engagement depending on the issue, and the immediate or long term impact on the community.

# ORANGE CITY COUNCIL

All policies can be reviewed or revoked by a resolution of Council, at any time.

## PROCEDURE

The Council's Community Engagement Policy is used by staff to develop, deliver, monitor and evaluate community engagement campaigns for their projects and programs. It is to be used in conjunction with Council's Communications Strategy and in consultation with Council's Corporate and Community Relations team.

## RELATED POLICIES/DOCUMENTS

ST049 - Communications Strategy  
ST021 - Customer Service Obligation

## Responsible Area – Corporate and Commercial Services

REVISION					
	DATE	RESOLUTION		DATE	RESOLUTION
1	January 2002		6	January 2007	07/207
2	January 2003		7	6 January 2009	09/453
3	January 2004		8	15 July 2010	10/328/6
4	January 2005		9	9 May 2017	17/189
5	January 2006	06/685	10	5 June 2018	18/254

## SUMMARY OF AMENDMENTS

Amendment Date	Section/Reference and Amendment
March 2018	<ul style="list-style-type: none"><li>• Formatting updates</li><li>• Addition of Councillor and community workshops</li></ul>
May 2017	<ul style="list-style-type: none"><li>• Includes updated IAP2 spectrum of engagement.</li><li>• Provides more guidance on when and how to engage with the community.</li><li>• Replaces the community engagement handbook.</li></ul>