

Albury 2030 Review – Community Engagement Plan

Prepared by
Kate de Hennin; Corporate Planner

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BASELINE DATA

Background

Local councils in NSW are required to undertake their planning and reporting activities in accordance with the Local Government Act 1993 and the Local Government (General) Regulation 2005. This includes a Community Strategic Plan that must cover a minimum of 10 years and establish strategic objectives and actions to achieve the proposed outcomes.

AlburyCity's Community Strategic Plan is "Albury 2030" and is the community's vision for the long-term social, economic and environmental wellbeing of the city. Albury 2030 was first developed in 2005 and under the 2009 Integrated Planning and Reporting requirements; the Community Strategic Plan must be reviewed every four years. The current Albury 2030 was completed in April 2010 after engaging the community to determine future needs and aspirations.

A feature of Albury 2030 is that it is owned by the Albury community. While it guides Council decision making, it is not a Council plan. There are a number of other agencies that were involved with the development of the Plan, and these stakeholders will assist with achieving the community goals.

A report on the progress on the implementation of Albury 2030 must be presented at the final meeting of an outgoing council. This must include information on the implementation and effectiveness of the Community Strategic Plan in achieving its social, environmental, economic and civic leadership objectives over the past four years, and a review of the information that informed the original Plan.

From 2012, each newly elected council must complete a review of the Community Strategic Plan by 30 June in the year following the local government elections and roll the planning period forward by at least four years so that it is always a 10 year minimum plan.

Project Overview

This community engagement plan refers to the requirement to report on the progress of the implementation of Albury 2030, and will also document the community engagement required to complete a review of Albury 2030.

The community engagement will involve a number of steps:

1. A questionnaire is to be developed to engage/consult with the AlburyCity Focus Group. This will determine how they would like to be informed of council decisions and how they would like to have input into future planning.
2. An assessment of the Community Plan in reaching the identified targets will be undertaken, and information sheets will be developed to inform the Albury community as to the outcome of the assessment.

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3. Possible avenues for utilising community perception that already exists will be determined, i.e there are a number of current Council strategies that are directly linked with Albury 2030 which have had recent, or have imminent community engagement activity. Feedback from recent community engagement for “Albury Our Future” will be utilised where relevant for the refresh of Albury 2030. Community engagement for the AlburyCity Cultural Plan, AlburyCity Social Plan and Economic Development Strategy is scheduled for March 2012. Where a cross-over of required information is identified, these avenues of engagement will also be utilised to inform the refresh of Albury 2030. By using existing scheduled community engagement activities, over-engaging the community and duplication of engagement issues will be minimised.

4. Engagement and consultation involving the AlburyCity focus group and wider community will be undertaken to guide future direction for Albury 2030.

Decision Scope and Timeline

It is anticipated that the community engagement will occur throughout 2012 from February, with the final document being adopted by Council in February 2013.

Month/Date	Activity
February 2012	Consult with AlburyCity Focus Group
March 2012	Engage/consult wider community during ‘Speak Out’ for AlburyCity Cultural Plan and AlburyCity Social Plan – (where links are directly identified between these Plans and Albury 2030). Consider any relevant and appropriate findings from engagement concerning Economic Development Strategy.
March – July 2012	Determine progress against Albury 2030 outcomes and targets. Contact Albury 2030 stakeholders / agencies where relevant.
March – July 2012	Develop fact sheets based on findings from performance measures and include relevant demographics for each Outcome Measure
July 2012 – Sept 2012	Engage/Consult/Involve wider community and AlburyCity Focus Group in relation to future planning for Albury 2030
August 27 2012	Final Council Meeting – outgoing Council. A report on the progress on the implementation of Albury 2030 over the past four years.
October 2012	Consult newly elected Councillors regarding review of Albury 2030.
Oct/Nov 2012	Draft of revised Albury 2030 to Manex for consideration
November 2012	Report to Council – 26 November 2012 with revised draft of Albury 2030
December 2012 and January 2013	Public exhibition – Draft revised Albury 2030
February 2013	Review submissions and finalise next version of Albury 2030
February 2013	Council Meeting for adoption – February 2013 <i>The revised Albury 2030 framework will be used for the 2013/2014 Operational plan and the 2013-2017 Four Year Delivery Program and associated budget processes.</i>

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Summary of Stakeholders and Issues

The key stakeholders considered necessary to involve in the review process include, but are not limited to:

Albury City Council and Staff	AlburyCity Focus Group	Community households
Regional Councils / RAMROC	Community Centres	Australian Government; Department Education, Employment and Workplace Relations (DEEWR)
Destination NSW and Tourism Victoria.	Community Relations Commission	NSW Government; Education and Communities : Education and Training
Other tourism businesses / operators	Murray Darling Basin Authority (MDBA)	Educational institutions
Murray Regional Tourism Organisation	Roads and Maritime Services (RAMS)	NSW Government; Office of Environment and Heritage
Regional Development Australia (Murray)	NSW Government; Transport for NSW	Water Associations and Authorities
Crown Lands Division	Transport providers	NSW Government: Family and Community Services
Sports Albury	NSW Government; Health	Access Group
Sporting Groups and Associations	Health Providers / medical associations	Council of Social Service of NSW (NCOSS)
Volunteer Groups	Albury and Northside Chamber of Commerce	Youth and Family Support Agencies
Albury/Wodonga Volunteer Resource Bureau	Rural Fire Services	NSW Government: Juvenile Justice
NSW Government; Planning and Infrastructure	NSW Police Force	Wiradjuri community through Community Working Party
National Childcare Accreditation Council (NCAC)	Media	Indigenous Coordination Centre
Arts and Cultural organisations	Rail Corp	Aged Care and Retirement providers
Murray Arts	Airlines	

Decision process steps

The decision-making will be cyclic in nature – once a decision is made, further information will be gathered and assessed, with the range of alternatives considered before a further and final decision is made.

<p>Step 1 Define the issue & decision to be made</p>	<p>The issues are the refresh and review of Albury 2030, plus the report of progress against targets</p>
<p>Step 2 Gather information</p>	<p>Information will be gathered from the AlburyCity Focus Group and the wider community, key stakeholders and through an assessment of the current Albury 2030. Any Community Engagement occurring for other AlburyCity strategies that has occurred recently, or due to be undertaken, will be assessed for relevance and inclusion in the Albury 2030 refresh.</p> <p>Methods to gather information will include: the AlburyCity website, Australian Bureau of Statistics (ABS) 2011 data, direct mail, focus groups, letter box drops, Accent on Albury, emails, community meetings, “Speak Outs”, workshops and Forums.</p>
<p>Step 3 Establish decision criteria</p>	<ul style="list-style-type: none"> • Relevance to Albury 2030 • Realistic and achievable expectations • Within fiscal capacity of AlburyCity and other responsible organisations.
<p>Step 4 Develop alternatives</p>	<p>The alternatives/options will be developed based on a presentation of what has been achieved to date, and where the Albury community would like to see Albury 2030 move to for the next four years and beyond.</p>
<p>Step 5 Evaluate alternatives</p>	<p>The alternatives will be evaluated through the Albury 2030 Refresh Committee (ARC) - involving an AlburyCity staff group, with the assistance of focus group participants and youth council representatives.</p>
<p>Step 6 Make decision</p>	<p>The final draft of the refreshed Albury 2030 will be determined by ARC and presented to Manex and Council. The draft document will be placed on public exhibition for a minimum of 28 days.</p>

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Community Engagement Goal

AlburyCity will keep the public informed, listen to and acknowledge concerns and aspirations. The public will be provided with feedback on how community input influenced decisions made in relation to the refresh of Albury 2030.

The primary goal of this community engagement strategy is inform the Community as to progress on the performance targets and strategic actions within the Community Strategic plan, and to consult and involve the Community in a refresh of the Community Strategic Plan.

Community Engagement Process Objectives

The community engagement objectives and level of engagement vary at each step of the decision-making process. The objectives are summarised in the following table.

Decision Process Steps					
Step 1 Define Issue & Decision	Step 2 Gather Information	Step 3 Establish Decision Criteria	Step 4 Develop Alternatives	Step 5 Evaluate Alternatives	Step 6 Make Decision
INFORM: AlburyCity staff, the AlburyCity Focus Group and the wider community will be informed of the progress against the Albury 2030 performance targets and strategic actions, and the requirement to refresh Albury 2030	CONSULT and INVOLVE: A variety of community engagement methods will be conducted to gather information to inform the refreshed Albury 2030.	INFORM: Determined by AlburyCity Corporate Planner and Director Corporate Services based on previous Albury 2030 parameters. Inform community of process to discuss decision criteria.	CONSULT and INVOLVE: A variety of community engagement methods will be conducted to develop the options within the refreshed Albury 2030.	CONSULT: The range of alternatives developed through the community consultation will be assessed by ARC.	CONSULT and INFORM: The final draft will be developed by ARC, endorsed by MANEX and adopted by Council. Decision announced to community, including rationale and alignment with community expectations.

FEEDBACK

Information Required by the Public at Each Step

Based on the decision process and the community engagement objectives, it is anticipated that the following information will be required by the public:

Step	Information Required by the Public
Step 1 Define the issue & decision to be made	<ul style="list-style-type: none"> Overview of project including outline of community engagement process, including how the community can have input. Previous views and expectations raised by the community, either formally or informally.
Step 2 Gather information	<ul style="list-style-type: none"> Results of assessment of Albury 2030 targets and achievement of strategic actions. How and where to provide input into the refresh of Albury 2030.
Step 3 Establish decision criteria	<ul style="list-style-type: none"> Process for identification of issues and criteria for alternatives.
Step 4 Develop alternatives	<ul style="list-style-type: none"> How and where to provide input. Process for consideration of options.
Step 5 Evaluate alternatives	<ul style="list-style-type: none"> Information on how options are evaluated.
Step 6 Make decision	<ul style="list-style-type: none"> Information on what decisions were made and included within the refresh of Albury 2030. <input type="checkbox"/> Advice on timeframe for public exhibition and final submissions.

Input needed from the public at each step

For community engagement to work effectively, AlburyCity requires input from the public, which can be provided in the following ways:

Step	Input Needed From the Public
Step 1 Define the issue & decision to be made	<ul style="list-style-type: none"> Input and/or feedback to AlburyCity on the key issues to be addressed.
Step 2 Gather information	<ul style="list-style-type: none"> Input on views, discussions and expectations of the community in relation to the considerations of the refresh of Albury 2030.
Step 3 Establish decision criteria	<ul style="list-style-type: none"> Discussion decision criteria and alternatives if required.
Step 4 Develop alternatives	<ul style="list-style-type: none"> Community discussion and feedback.
Step 5 Evaluate alternatives	<ul style="list-style-type: none"> Input from ARC and feedback to community.
Step 6 Make decision	<ul style="list-style-type: none"> After final draft adopted by council, community need to provide comment/alternatives during public exhibition.

TECHNIQUES

Detailed description of the techniques to be used at each step

As the information sought and the level of engagement desired will vary at different steps throughout the community engagement process, a range of techniques are to be employed. These are summarised in the following table:

Step	Techniques to be Used
Step 1 Define the issue & decision to be made	<ul style="list-style-type: none"> • Determined by Corporate Planner with assistance from Director Corporate Services, and based on a refresh of the Albury 2030 Community Strategic Plan.
Step 2 Gather information	<ul style="list-style-type: none"> • Information will be gathered through a number of sources, including, where appropriate, the community engagement for the Economic Development Strategy, Albury our Future Sustainability Strategy and the Cultural and Social Plans. The community will be invited to participate in a variety of ways: AlburyCity website, direct mail, focus groups, letter box drops, Accent on Albury, emails, community meetings, "Speak Outs", workshops and Forums. An assessment of progress towards previous Albury 2030 targets and Australian Bureau of Statistics (ABS) 2011 data will also be undertaken.
Step 3 Establish decision criteria	<ul style="list-style-type: none"> • Determined by Corporate Planner with assistance from Director Corporate Services, and based on previous Albury 2030 decision criteria.
Step 4 Develop alternatives	<ul style="list-style-type: none"> • Assessment of options and the development of alternatives for Albury 2030 will be undertaken through a wide community engagement process. This will be based on the information gathered, and the assessment of previous Albury 2030 targets. The community will be invited to be involved through a variety of methods eg. AlburyCity website, direct mail, focus groups, letter box drops, Accent on Albury, emails, and community meetings.
Step 5 Evaluate alternatives	<ul style="list-style-type: none"> • Meetings with ARC.
Step 6 Make decision	<ul style="list-style-type: none"> • Meetings with ARC.

SUPPORT ELEMENTS

Project Schedule

Community engagement in relation to the refresh of Albury 2030 began with the establishment of the AlburyCity Focus Group, through the Customer Satisfaction Survey. In February 2012 the focus group has been consulted as to the best way to receive information and to be heard.

The community engagement will continue until approximately August 2012, and include where appropriate, information gathered from the community through other AlburyCity strategy community engagement processes.

A report to the final meeting of the outgoing council will be presented to the August Council meeting. This will include progress on the Albury 2030 community strategic plan for the previous four years, and where appropriate community comments on the refresh of Albury 2030.

Budget

Use of existing Council resources for meetings, information sheets, questionnaires, and other relevant documentation.

Personnel Roles and Responsibilities

The Corporate Planner will have the lead role in the community engagement for the Albury 2030 refresh, however all AlburyCity staff will be encouraged to provide feedback. The Director of Corporate Services shall have a supervisory role over the Corporate Planner and the engagement process. Communications staff will have a role in ensuring the material presented is on brand and professional.

Operational Details

All meetings, input and feedback materials and other items associated with this engagement process will be developed within the existing resources available to AlburyCity staff.

Media Details

Media will be contacted strictly in accordance with AlburyCity's Communications Protocol.

EVALUATION PLAN FOR COMMUNITY ENGAGEMENT PROCESS

A review will be undertaken following the completion of the first decision-making process. This will review the following aspects of the community engagement:

1. The process – Did we identify the correct stakeholders, were their needs met, were the correct techniques selected and were they implemented correctly?
2. The outcome – What was the result, were the public satisfied, what was their impact on the decision-making process, what was the program’s overall value and what did we learn?