

PROCEDURE NAME	Community Engagement
DIRECTORATE	Corporate Services

PURPOSE

The Community Engagement Procedure is to support the Community Engagement Policy and provide step by step direction to determine the level and type of community engagement to be undertaken by AlburyCity staff.

SCOPE

The Procedure applies to all Council staff.

Directors and Group/Team Leaders are to ensure all strategic planning and major projects, programs and new initiatives are assessed using the procedure to determine whether community engagement is required.

The Community Engagement Procedure should be used for:

- planning the year's works program,
- significant projects,
- service programs or service reviews,
- reviews of policies, procedures and strategies,
- exhibition scheduling, or
- less significant projects where risks are identified and community needs must be understood.

Community engagement may also be referred to as public participation.

DEFINITIONS

IAP2 International Association of Public Participation

'*Public participation*' means to involve those who are affected by a decision in the decision-making process. It promotes sustainable decisions by providing participants with the information they need to be involved in a meaningful way, and it communicates to participants how their input affects the decision (*source: IAP2 - Australasia*).

REFERENCES

The Community Engagement Procedure is to be read in conjunction with the Community Engagement Policy, and is based on IAP2 guidelines.

IAP2 Guidelines	(adapted from IAP2 training manuals)
IAP2 Template suite	(adapted from IAP2 training manuals and available on AlburyCity staff intranet)
IAP2 Training manuals	For more information on IAP2 visit the IAP2 website

ACTIVITY

Step 1

Please list all of the individuals and groups potentially affected by this project / program (i.e. the stakeholders). Consider each of these stakeholders as you answer the questions in Step 2.

Step 2

Please answer the following questions and add up the total score.

TITLE OF PROJECT:

Please indicate either 1 – 5 from the scale below:

← 1	2	3	4	5 →
Not applicable to my project	No	I don't know	Maybe	Yes

	Question	Response from scale	Comment
1	Do you need to understand the community's needs and / or ideas?		
2	Does the project / program have the potential to impact on Council's reputation, positively or negatively?		If yes, how?
3	Is there a potential for community interest?		
4	Has this issue / project been controversial in the past?		If yes, how?
5	Does this issue or physical location have a history or sensitivity?		If yes, what history?
6	Is there a likelihood of a particular group being interested in the matter?		If yes, name group(s)
7	Is there a potential impact on vulnerable or minority groups?		If yes, what is this impact?
8	Is there a regulatory requirement for community engagement on this matter?		If yes, which legislation and sections?
9	Does the project / program have potential financial implications that may impact on stakeholders ?		If yes, estimate the \$\$\$ impact.

10	Does the project / program have potential financial implications that may impact on Council ?		If yes, estimate the \$\$\$ impact.
11	Is there potential disruption for stakeholders?		
12	Is there potential for stakeholders to perceive that they will be disadvantaged by this project/initiative?		
13	Will stakeholders have additional obligations /responsibilities as a result of this project/initiative?		
14	Is there political interest at local, state or federal level?		
15	Has there been media or community interest in the past 5 years? (you may need to check with the Communications Team)		
16	Is there a key motivational driver for this project?		If yes, please name
TOTAL			
Note: Does the project meet the criteria for a Division of Local Government (DLG) Capital Expenditure review? (cost is > 10% of annual rates revenue)		<i>If yes, the DLG requires evidence of community engagement, regardless of score above.</i>	

Step 3

Discuss your responses with an IAP2 trained staff member to determine whether community engagement may be required, and if so, the level of engagement necessary (as identified through the IAP2 Spectrum of Public Participation located at the end of this document).

SCORE	ACTION
<40	Consider any questions that scored a '5', and assess level of engagement required, (consult IAP2 Spectrum of Public Participation). Present your responses to Step 1, 2 and 3 to your Group/Team Leader and Director for sign off, action and / or filing in TRIM.
40-50	Community engagement may be required. Consider any questions that scored a '5', and assess level of engagement required, (consult IAP2 Spectrum of Public Participation). Discuss with IAP2 trained staff member to determine engagement type.
50+	Community engagement is required. Discuss with IAP2 trained staff member to determine engagement type. Provide this recommendation to your Group/Team Leader for approval, and advise the Director. Use Community Engagement template on the staff intranet to develop your plan.

The current IAP2 trained staff members are:

David Armstrong	Kate de Hennin	Chris Graham	Warren Jenkinson	Tracey Squire
Rebecca Bates	Matthew Dudley	Melinda Grigg	Michael Keys	Steven Swann
Judy Charlton	Donna Evans	Jacqui Hemsley	Andrew Lawson	Maralee Vogel
David Christy	Brad Ferris	James Jenkins	John Mulvey	

Step 4

Prepare a draft community engagement plan with the support of a trained IAP2 officer.

A community engagement plan may consist of a documented action list or a plan using the IAP2 template suite.

The templates or action list can be tailored by each Group/Team for a particular situation (for instance, a standard approach may be designed for recurrent tasks on the works program). Check with your Group/Team Leader whether they already have a template for you to complete.

Draft community engagement plans must include a budget and have been reviewed by the Communications Team.

Step 5

The final community engagement plan is to be signed off by the relevant Director and saved into TRIM. The Director is to determine if the plan is to go to Manex and the Council. Use the 'Have a Say' page as one of the consultation techniques.

If the plan is adopted by Council, place on the 'Have a Say' page on AlburyCity's website.

Step 6

If a significant change in strategy or budget occurs, a revised community engagement plan may be required.

Step 7

Community engagement activities undertaken must be evaluated. This is best completed directly after the consultation has been undertaken. A template survey form is available on the intranet and can be modified to suit any engagement type.

DOCUMENTATION

IAP2 Spectrum of Public Participation (adapted from the IAP2 training manuals)

Each community engagement plan will determine where on the spectrum the engagement is to occur for each stage of the process.

	Inform	Consult	Involve	Collaborate	Empower
Public participation type	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
Example techniques for the engagement with the community	<ul style="list-style-type: none"> • Fact sheets • Web site • Open house • Public notice • Exhibition • A story in Accent • Email updates to subscribers 	<ul style="list-style-type: none"> • Invite public comment • Focus groups • Surveys • Public meetings • Community information and feedback sessions 	<ul style="list-style-type: none"> • Workshops • Community needs analysis • Strategic questioning 	<ul style="list-style-type: none"> • Citizen Advisory Committees • Participatory decision-making 	<ul style="list-style-type: none"> • Delegated Decision • Local Government elections

AUTHORISATION

Status	Committee	N/A
	Manex	February 2011. 12 February 2013
	Council	25 February 2013
Owner	Corporate Services – Corporate Planner	
Compliance	Mandatory	
History	Last endorsed by Manex February 2011. A new Community Engagement Policy was prepared in 2013; the original Procedure was reviewed in February 2013 in line with the new Policy.	
Register	This procedure is included in the AlburyCity Public Policy Register.	
Last issued	27 February 2013	Review 2017 (or as required)
TRIM REFERENCE DOC13/12416		