



BALLINA SHIRE COUNCIL

draft community engagement *strategy*

in developing the Community Strategic Plan 2017-2027

Published November 2016
Version 1.0

CONTACT

Address

Ballina Shire Council
PO Box 450, 40 Cherry Street
BALLINA NSW 2478

Phone

Phone: 02 6686 4444

Online

Email 1: council@ballina.nsw.gov.au
Website: ballina.nsw.gov.au



ballina shire council
community engagement strategy
in developing the Community Strategy Plan 2017-2027

Published November 2016

contents

Background	04
Engagement Strategy	04
Engagement Phases	05
Past Community and Stakeholder Engagement	05
Stepping Stones to a New Plan	06
Social Justice Principles Underpinning the Community Strategic Plan	07
Consultation Fatigue	07
Meeting Engagement Objectives	08
Evaluation - Key Performance Indicators	08
Stakeholders and Target Audiences	09
Implementation	09
Phases of Engagement	
<i>Information gathering and Community Strategic Plan review</i>	10
<i>Community Strategic Plan development</i>	11
<i>Delivery Program and Operational Plan development</i>	12
Community Engagement Toolbox	13

BACKGROUND

The Office of Local Government (OLG) introduced a planning and reporting framework for local government in 2009. The Integrated Planning and Reporting Framework include the Community Strategic Plan (CSP), the Delivery Program, Operational Plan, Resourcing Strategy and the Annual Report.

The CSP is the highest level strategic document and provides a clear direction for the long term (ten years) and identifies the main priorities and aspirations for the future vision of Ballina Shire.

While the CSP provides a way of expressing long term community aspirations, these will not be achieved without sufficient resources such as time, money, assets and people to carry them out.

Some things will clearly be the responsibility of Council, some will be the responsibility of other levels of government, and some will rely on community groups.

The four year Delivery Program is a practical statement of how Council aims to achieve the strategies established by the CSP. The annual Operational Plan specifies the individual projects and activities that will be undertaken for the year to achieve the commitments made in the Delivery Program.

This information is also supported by a Resourcing Strategy which consists of a Long Term Financial Plan, a Workforce Strategy and Asset Management Plan.

ENGAGEMENT STRATEGY

A Community Engagement Strategy is a key component in meeting Council's legislative requirements under the Integrated Planning and Reporting framework. This engagement strategy:

1. Outlines how Council will build from past consultation and knowledge and share this information with the community
2. Explains how Council will engage with the community on key issues and use the findings to develop Council's CSP and associated plans and programs
3. Demonstrates how Council will engage with the community in reviewing the draft ten year CSP and associated plans and programs.

ENGAGEMENT PHASES



PAST COMMUNITY AND STAKEHOLDER ENGAGEMENT

Over the past four years, Council has consulted the community on a range of issues and has received a significant amount of valued community feedback and input. Community groups consulted have been numerous and varied reflecting the diversity and interests of the community.

Prior engagement has been recognised through the Community Satisfaction Survey process ongoing since 2008, Committees, Reference Groups and consultation for the development of Council strategies, plans and policies.

In more recent years, and of great importance, is the development and adoption of the Ballina Major Regional Centre Strategy in 2016. This strategy was founded on extensive community consultation including holding a Futures Forum, establishing a Civic Panel, using social media, liaising with school groups, community groups, conducting creative workshops, and surveys. It is our intention to involve the Civic Panel established as part of this strategy in the preparation of the CSP.

Published October 2016

STEPPING STONES TO A NEW PLAN

The development of the first CSP assisted Ballina Shire Council and the community to engage in discussions about funding priorities, service levels, preserving local identity and to plan in partnership for a more sustainable future. The development of the new CSP allows Council and the community to review information to ensure it is relevant, up to date, and representative of the whole community.

The development of the new CSP and associated plans will follow the processes outlined below to ensure adequate consultation and consideration is given to the formulation of the new suite of documents.

Step 1 Engagement Phase 1 - Review of past community consultation, strategies, plans and policies.

Step 2 Completion of the 2016 Community Survey consisting of feedback on priorities and service levels from 500 local residents.

Step 3 Establish a corporate Facebook page that will allow Council to engage with community members that are generally hard to reach.

Step 4 Youth forum partnering with FSG to provide information on items of interest from local youth.

Step 5 Focus group sessions with the re-establishing of the Civic Panel from the development of the Ballina Major Regional Centre Strategy.

Step 6 Refer to specialist groups including Ballina Shire Ward Committees, Ballina Shire Aboriginal Community Committee and the Ballina Shire Access and Inclusion Group.

Step 7 Councillor workshops to examine options and priorities for the Council term

Step 8 Visioning exercise to engage the community on the preferred vision for the Ballina Shire through the Community Connect magazine and internal staff survey.

Step 9 Development of the Draft Community Strategic Plan based on prior engagement and the engagement outcomes from steps 2 to 8.

Step 10 Engagement Phase 2 - Public Exhibition of the Draft Community Strategic Plan, including direct correspondence to a wide range of interest groups.

Step 11 - Assessment of community consultation and adoption of the Draft Community Strategic Plan.

Step 12 Development of a Delivery Program and Operational Plan based on supportive resourcing strategies and CSP consultation.

Step 13 Engagement Phase 3 - Public Exhibition of the Draft Delivery Program and Operational Plan.

Step 14 Assessment of community consultation and adoption of the Draft Delivery Program and Operational Plan.

Step 15 Submission to the Office of Local Government by 1 July 2017.

SOCIAL JUSTICE PRINCIPLES UNDERPINNING THE CSP

The development of Ballina Shire Council's CSP responds to the principles of democratic representation and social inclusion expressed in the Act and guides Council to engage across a representative spectrum of socio-culturally diverse community members.

These principles inform the way in which the community will be consulted. The processes to be used will provide the community with an opportunity to participate and have its say in Ballina Shire's future.

The principles of social justice are:

Equity – There is fairness in decision making and prioritising and allocation of resources.

Access – All people have fair access to services, resources and opportunities to meet their basic needs and improve their quality of life.

Participation – Everyone has the maximum opportunity to genuinely participate in decisions which affect their lives.

Rights – Everyone's rights are recognised and promoted.

CONSULTATION FATIGUE

The community has been consulted on numerous policies, strategies and plans over the past few years. Examples include:

1. Ballina Major Regional Centre Strategy 2035
2. Preparation of the Alstonville Future Strategy
3. Ballina Shire Koala Management Strategy 2016
4. Ballina Shire Cultural Plan 2014 to 2020
5. Wardell Strategic Plan 2015 to 2035
6. On-going consultation by the NSW State Government in respect to planning and local government reforms

Feedback from these consultation processes will be considered as part of the Community Strategic Plan.

MEETING ENGAGEMENT OBJECTIVES

- Inform the community and stakeholders (that is target audiences) of the opportunities to participate in the development of the Community Strategic Plan and associated plans and programs.
- Educate the community and stakeholders about the potential issues that may influence Ballina Shire over the next 10 years.
- Obtain input into a 10 year vision for the Shire including future priorities, needs and aspirations.
- Engage with a broad cross section of the community that is representative and inclusive of the Shire's demographics.
- Create collaborative partnerships with government agencies to ensure goals and strategies are inclusive of existing State and regional plans.
- Provide positive communication by increasing awareness, understanding, trust and support for the development of the Community Strategic Plan.

EVALUATION - KEY PERFORMANCE INDICATORS

Council will measure the success of the process by:

1. Level of community involvement and feedback on the draft CSP and associated plans.
2. Demographic representation from throughout the Shire.

STAKEHOLDERS AND TARGET AUDIENCES

External

Rate paying and non-rate paying residents
Relevant regional organisations
Business groups
Community organisations, clubs and groups
State agencies relevant to the State Plan and neighbouring councils
Visitors

Internal

Staff
Relevant council committees and working groups
Mayor and Councillors

IMPLEMENTATION

This engagement strategy aims to:

- To enable and encourage the community and stakeholders to participate in the decision making process
- To better understand and meet the needs of the community
- To tap into local knowledge and expertise
- To have a more informed community
- Provide positive communication by increasing awareness, understanding, trust and support for the development of Council plans and programs
- To meet requirements of legislation, policies and procedures.

At various stages of the draft Community Strategic Plan and other plan and program development, different engagement techniques will reflect the International Association of Public Participation (IAP2) spectrum including:

Inform

We will keep you informed.

Consult

We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.

Involve

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.

Collaborate

We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.

It is anticipated that by using different techniques Council will be able to connect with the broader community and in particular to access 'hard to reach' groups and the perceived 'silent majority'. A concerted effort will be made to reach people who would otherwise not attend public meetings or other forms of traditional consultation.

A specific list of the type of engagement activity to be used by council at the various stages of engagement is provided in the Community Engagement Toolbox table.

ballina shire council DRAFT community engagement strategy
in developing the Community Strategic Plan 2017 - 2027

10

PHASES OF ENGAGEMENT

1. Information gathering and Community Strategic Plan review

ACTIVITY	IAP2	OBJECTIVE	WHEN	WHO
Reach stakeholders with key messages	Inform	To inform all stakeholders about IPR and identify opportunities with partners, particularly State agencies	November 2016 – March 2017	All Staff Councillors
Vision/strategic direction – Have we got it right?	Inform and consult	To test assumptions made in the decision making process for the first CSP and confirm a vision, objectives and strategies for the new CSP Gain additional information regarding values and aspirations relating to the focus areas	November – December 2016	All Government agencies and related groups Staff Councillors
Community expectations - goal setting	Involve and collaborate	To understand the community's priorities and gather information about what the community wants to inform the resourcing strategy	August 2016 - January 2017	Diverse group of community and business members Councillors Government agencies and related groups Staff
Feedback on the information gathered	Inform	To demonstrate that the Council listened to the community's input by incorporating feedback into the review of the plan	February 2017	All Staff Councillors

Published November

PHASES OF ENGAGEMENT (CONT')

2. Community Strategic Plan development

ACTIVITY	IAP2	OBJECTIVE	WHEN	WHO
Report the outcomes of discussion paper engagement and develop a new plan	Inform	To inform the community and Council about the new community strategic plan and the review process	November and December 2016	All Staff Councillors
Exhibition of Draft Community Strategic Plan	Consult	To gain a high level of confidence in the strategic direction so Council can further progress the development of the delivery program and operational plan	February – March 2017	All Staff Councillors Government Agencies Interest Groups Ward Committees
Council's response to feedback on Draft Community Strategic Plan	Inform	To inform all stakeholders about Council's response to feedback on the draft community strategic plan	March 2017	All Staff Councillors

ballina shire council DRAFT community engagement strategy
in developing the Community Strategic Plan 2017 - 2027

12

PHASES OF ENGAGEMENT (CONT')

2. Delivery Program and Operational Plan development

ACTIVITY	IAP2	OBJECTIVE	WHEN	WHO
Community priorities and service level expectations	Involve and collaborate	To understand the community's satisfaction level with the current service levels provided by council To understand the community's preferences/priorities for key services provided by Council	August 2016 – March 2017	Diverse groups of residents, youth community and business Councillors Government agencies and related groups Staff
Introduce the delivery program and operational plan to the community Explain the concepts of long term financial sustainability	Inform	To inform all stakeholders about what the delivery program and operational plan do and how they fit into IPR To inform the community of the gap between funds required and funds spent on asset maintenance	March – April 2017	All Staff Councillors
Exhibition of draft delivery program and operation plan	Consult	To present the response to the community input into the Delivery Program and Operational Plan To meet legislative requirements To provide an opportunity for community to make enquires and provide feedback	April – June 2017	All Staff Councillors
Council's response to feedback on draft delivery program and operational plan	Inform	To confirm what the final DP OP will consider community feedback.	June 2017	All Staff Councillors

Published November 2016

COMMUNITY ENGAGEMENT TOOLBOX

INFORM	CONSULT	INVOLVE	COLLABORATE
Regular media releases	Community surveys	Councillor workshops	Focus groups
Display advertising/Radio advertising	Media promotion inviting submissions	Council committees	Councillor workshops
Regular notices in public notices	On line consultation	Presentation to business and community groups	
Community Connect information	Community information stalls	Roundtable discussions with agencies and peak groups	
Web site	Open days and one on one interviews	Conversations with community (young, old, diverse)	
Fact sheets	Formal exhibition of draft Plans	Formal exhibition of draft Plans	
Online newsletter	Engage with regional and state agencies	Online interactive forums, blogs and surveys	
Media briefings		Social media	
Links to 3rd party social networks on the development of the CSP to be requested			
Static displays and roving events			
Information brochure			
In person meetings			
Councillor workshops			

Published November 2016

