



# Communications and Engagement Strategy 2021-2022

DRAFT



## Translating and Interpreting Service

### English:

If you need an interpreter, please call TIS National on 131 450 and ask them to call Central Goldfields Shire Council on 03 5461 0610. Our business hours are Monday to Friday 9am-4pm. You can also visit the TIS National website for translated information about the service TIS National provides. Visit: [www.tisnational.gov.au](http://www.tisnational.gov.au)

### Greek:

Αν χρειάζεστε διερμηνέα, καλέστε την TIS National στο 131 450 και ζητήστε να καλέσουν το Central Goldfields Shire στον αριθμό 03 5461 0610. Οι ώρες λειτουργίας μας είναι Monday to Friday 9am-5pm. Σχετικά με τις υπηρεσίες που παρέχονται από την Εθνική Υπηρεσία Διερμηνείας και Μετάφρασης, μπορείτε να επισκεφθείτε και τον ιστότοπο της υπηρεσίας στη διεύθυνση: [www.tisnational.gov.au](http://www.tisnational.gov.au)

### Tamil:

உங்களுக்கு ஒரு மொழி பெயர்த்துரைப்பாளர் தேவைப்படின. 131 450 ல் தேசிய மொழிபெயர்ப்பு மொழி பெயர்த்துரைப்புச் சேவையை அழைத்து. (இளநசவ லழரச யபநஉல யெஅந) (இளநசவ லழரச யபநஉல phழநெ ரெஅடிநச) அழைக்கும்படி கூறவும். ஏங்கள் பணியக நேரங்களாவன (இளநசவ லழரச டிரளிநெளள hழரசள).

நீங்கள் எமது தேசிய மொழிபெயர்ப்பு மொழி பெயர்த்துரைப்புச் சேவையின் இணையத் தளத்தில். தேசிய மொழிபெயர்ப்பு மொழி பெயர்த்துரைப்புச் சேவை வழங்கும் சேவைளின் தகவல்களைப் பெறலாம். றறற.வளையெவழையெட.பழள.யர

### Traditional Chinese:

若你需要口譯員，請撥打TIS National電話131 450並請他們轉接 Central Goldfields Shire 的電話03 5461 0610。我們的工作時間是 Monday to Friday 9am-4pm。你也可以瀏覽TIS National 網站瞭解TIS National 的服務資訊，網址：[www.tisnational.gov.au](http://www.tisnational.gov.au)

### Dutch:

Als u een tolk nodig hebt, bel dan TIS National (nationale vertaal- en tolkdienst) op 131 450 en vraag hen om de Central Goldfields Shire Council (raad van het zelfstandig gebied van Central Goldfields) te bellen op 03 5461 0610. Onze openingstijden zijn maandag tot vrijdag van 09.00 tot 16.00 u. Op de website van TIS National staat ook vertaalde informatie over de diensten die TIS National levert. Ga naar: [www.tisnational.gov.au](http://www.tisnational.gov.au)

### German:

Wenn Sie eine Verdolmetschung brauchen, rufen Sie bitte TIS National unter 131 450 an und fragen Sie nach der Central Goldfields Shire Council, Rufnummer 03 5461 0610. Unsere Geschäftszeiten sind montags bis freitags 9:00 bis 16:00 Uhr. Übersetzte Informationen über die Dienstleistungen von TIS National finden Sie auf der Website von TIS National. Besuchen Sie [www.tisnational.gov.au](http://www.tisnational.gov.au).

### Tagalog:

Kung kailangan mo ng interpreter, mangyaring tawagan ang TIS National sa 131 450 at hilingin sa kanila na tawagan ang Central Goldfields Shire Council sa 03 5461 0610. Ang aming mga oras ng opisina ay Lunes hanggang Biyernes 9:00 ng umaga hanggang 4:00 ng hapon. Maaari mo ring bisitahin ang website ng TIS National para sa naisalin na impormasyon tungkol sa serbisyong ibinibigay ng TIS National. Bisitahin ang: [www.tisnational.gov.au](http://www.tisnational.gov.au)

**Directorate:**

Chief Executive Officer

**Responsible Manager:**

Manager Community Engagement

**Implementation date:**

March 2021

**Date adopted:**

TBA

**Review Date:**

March 2022

## Acknowledgment of Country

Central Goldfields Shire Council acknowledges and extends appreciation for the Dja Dja Wurrung people, the traditional owners of the land that we are standing on today.

We pay our respects to leaders and elders past, present and emerging for they hold the memories, the traditions, the culture and the hopes of all Dja Dja Wurrung people.

We express our gratitude in the sharing of this land, our sorry for the personal, spiritual and cultural costs of that sharing and our hope that we may walk forward together in harmony and in the spirit of healing.

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## Strategic Risk Assessment

- Business Continuity
- Community Wellbeing
- ✓ Government Policy Changes
- Climate Change Adaptation
- ✓ Financial Sustainability
- ✓ Information Management and Protection
- Property and Assets
- ✓ Governance
- ✓ Legislative Requirements
- ✓ Community Engagement



## Why is a Communications and Engagement Strategy needed?

Our community interacts with Central Goldfields Shire Council on a daily basis and in many different ways. Effective communication enables Council to respond to our needs when delivering projects and services.

The Central Goldfields Shire Council Communications and Engagement Strategy provides a guided approach to delivering effective inclusive communication to residents and stakeholders.

It also encourages meaningful participation, ensuring that our community is listened to, can influence decision making, and is supported take ownership of the projects and services Council provides. This results in more sustainable outcomes and importantly underpins transparency, integrity and trust in Council processes.

This purpose of this Strategy is to provide guidance and support to Councillors and Council staff in the performance of their duties in accordance with the Local Government Act 2020.

## Associated Plans

The Central Goldfields Shire Council Communications and Engagement Strategy is an action of the 2020 Annual Action Plan, supports the Council Plan and sits alongside Council's Community Participation and Engagement Policy. Together these promote open, transparent and active relationships between the organisation and our community.

This Strategy identifies our shared objectives, audiences, key messages, communication and engagement platforms and activities.

Most importantly it also provides a clear action plan how Council will continually improve communication and engagement methods to enhance the delivery of services, empower our community and enhance opportunities.

## Central Goldfields Shire Council Values

### Community and customer focussed

We ensure the community and our customers are at the centre of everything we do. We communicate openly and honestly and take responsibility for our actions.

### Collaborative and inclusive

We work together to deliver the best outcomes for our community. We appreciate and learn from each other's expertise and respect different views and perspectives.

### Challenge the status quo

We explore new and innovative ways to work and deliver services and programs. We try new things and learn from our mistakes.

Good community engagement allows Council to advocate effectively on our behalf with external agencies and other tiers of government.

Council's objectives are to:

- **Effectively communicate and engage with our community in local decision making**
- **Identify new initiatives that will ensure Council can continue to effectively reach our community**
- **Build our community's and the capacity of Council to communicate and engage effectively.**

This Strategy will guide Council's communications and engagement activities over the coming year.

## What is community engagement?

*For the purposes of this Strategy: “Council commits to providing deliberate opportunities to enable our community and stakeholders, through planned processes, to shape the future of the Central Goldfields Shire”.*

Our ‘community’ constitutes many different interest groups, residents, community organisations and stakeholders. ‘Community’ can also be defined by geographic location, interests, demographics, culture, affiliation or identity.

Anyone who may be affected by or have an interest in Council decision making are who Council engages. This includes those who may find it more difficult to participate due to barriers such as limited access to transport or the internet.

Community engagement is considered invaluable in the way it enhances Council’s capacity to partner with our community to make well-informed, accepted and sustainable decisions. It does not however, replace the final decision-making power of Councillors or the Chief Executive Officer (CEO). The results of community engagement activities will also be balanced against the evidence provided by professional staff.

### When we engage

To help make decisions on current and emerging issues

On all major Council Plans, Strategies and Policies

When timeframes are arranged by other levels of government and is a statutory, legislative or regulatory requirement

Where other levels of government lead the consultation, to offer support

When an immediate response is required, such as in response to an emergency

## Who is this Strategy for?

The following three key groups are broadly classified as those Council engage with in delivering a range of services to our community:

### Who we engage

#### Community

Individuals & groups: residents, business owners ratepayers, clubs & those who work or participate in leisure activities.

#### Barriers to services and participation

Those experiencing changing circumstances, such as new arrivals, or accessibility equity.

#### Stakeholders

Organised groups and organisations state and federal governments businesses, not-for-profit organisations, other local governments and service providers.

Council comprises: Councillors, staff, potential employees, volunteers and contractors.

The communication and engagement methods used vary depending on the purpose for engaging with those directly and indirectly connected or impacted in the community.

Council delivers more than 41 services, which contribute to the health, wellbeing, safety and development of our municipality.

Our municipality spans across an area of 1,532 square kilometres. Maryborough is the Shire's major business centre with a population of 8,000 with the other townships in the Shire including Bealiba, Carisbrook, Dunolly, Majorca, Talbot, Bowenvale-Timor and Daisy Hill.

#### Our Community

- Ratepayers
- Residents
- Customers
- Community groups, clubs and organisations
- Businesses, industry, investors
- Volunteers

#### Stakeholders

- Federal, State and Local Government
- Funding bodies
- Contractors
- Media
- Project partners
- Regulatory or statutory authorities

#### Barriers to services and participation:

- Youth
- New residents
- Visitors and tourists
- Those experiencing accessibility barriers
- Those experiencing changing circumstances
- Culturally and linguistically diverse
- Other minority or marginalized groups

## About our community

The Central Goldfields Shire is home to  
**12,995 people**



**61%** of the population live in Maryborough

An area of **1,532** square kilometres

A breakdown of population by township is provided below:



**Bealiba**  
206



**Carisbrook**  
1,115



**Dunolly**  
893



**Maryborough**  
7,921



**Talbot**  
442



**Majorca**  
211

## About our community

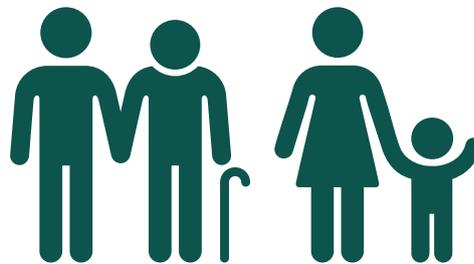
**The Shire comprises a number of manufacturing, infrastructure, agricultural, freight, printing and food production companies.** The latest Australian Bureau of Statistics Census data (2016) identified over 800 businesses.

### Employment:

**48.5%**  
employed full time

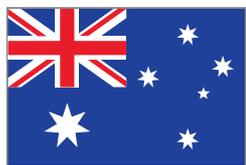
**36.8%**  
employed part-time

### Median age:



**50** years

- 15.5% of the population are aged up to 14 years
- 28.2% of the population are aged 65 and over



**82%**

of our community is born in Australia



**1.5%**

of our population (190 people) are **Aboriginal/Torres Strait Islander** people

### The main birthplaces outside Australia were:



**3.6%**  
England



**0.8%**  
New Zealand



**0.6%**  
Netherlands



**0.5%**  
Philippines



**0.4%**  
Scotland



**90%**

of our population speak English at home

**2%**

speak Filipino, Mandarin, German or Greek



**1161**

residents were born overseas with 2% not fluent in English.

## Legislative requirements

Central Goldfields Shire Council is required under the Local Government Act 2020 to have a Policy and Strategy based on social justice principles for community engagement.

Council's strategic goals and this Strategy is aligned with best practice principles and ethics, including the International Association of Public Participation (IAP2) Quality Assurance Standard for Community and Stakeholder Engagement (2015).

### IAP2 Public Participation Spectrum

The IAP2 have developed an international framework for engagement and is considered best practice benchmark worldwide. The actions identified in this Strategy will assist Council staff to adhere to this spectrum.

### IAP2 Public Participation Spectrum (reproduced with the permission of IAP2 Federation).

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.

## How does Council currently communicate and engage?

### Traditional Media – PRINT, RADIO AND TV

- Full page advertisement in *The Maryborough District Advertiser* every Friday
- Media releases and photo opportunities that generate editorial content in local papers and newsletters
- Mayor's message in *The Maryborough District Advertiser* every Tuesday
- CEO Radio spot on Gold Central Victoria every Wednesday
- Mayor interview on Goldfields FM following a Council Meeting
- Printed collateral – brochures, posters and fliers
- Newsletters e.g. Home and Community Care
- Mailouts – e.g. rate notice and rate brochure
- Direct Mail – for purposes of works advice
- Respond to media enquiries – print, radio and TV
- Art Gallery regular column in *The Maryborough District Advertiser*

### Digital

- Facebook – 10 Council pages
  - Central Goldfields Shire Council
  - Central Goldfields Shire Mayor
  - Visit Maryborough and Surrounds
  - Maryborough Regional Library
  - Central Goldfields Art Gallery
  - Go Goldfields
  - Central Goldfields Rehoming
  - Goldfields Family Centre
  - Go Local First
  - Central Goldfields Youth
  - Central Goldfields Mob
- Twitter – Central Goldfields Shire Council
- LinkedIn – Central Goldfields Shire Council
- Instagram – Maryborough Regional Library, Central Goldfields Youth, Central Goldfields Art Gallery, Go Local First
- Websites – Central Goldfields Shire Council, Visit Maryborough, Go Goldfields
- Online consultation via Have your Say section of Council's website – discussion section
- E-newsletters – Business, Tourism, Central Goldfields Art Gallery, Food Matters (Environmental Health), The Waste Space (waste and recycling)
- Community Voice Panel – email database
- MailChimp emails
- Weekly Business bulletin email to business database
- Survey Monkey – online surveys
- Audio recording of Council Meetings
- Strategies, Reports and Plans available on website
- Council Meetings live streamed to Council's Facebook page and recording made available on Council's website

## **How does Council currently communicate and engage?**

### **Councillors and Staff**

- Various communication via emails, meetings, phone calls and mail
- Customer Service Team
- Community information/consultation sessions, workshops, focus groups
- Listening posts – quarterly
- Monthly Council Meeting
- Councillor and CEO speaking engagements
- Workplace by Facebook – internal staff communication platform
- Councillor weekly bulletin
- Posters in Council buildings
- Staff team meetings

### **Other ways Council communicates and engages:**

- Participation in annual Local Government Satisfaction Survey
- Emergency Management – community committees and participation
- Use of council's branding to present professional and consistent documents
- Use of plain English in Council communications
- Staff training in community engagement
- Language Interpretation Services

## How was this Strategy informed?

Several measures were used to evaluate Council's performance in the areas of communication and engagement:

- Results of the 2020 Community Satisfaction Survey
- Online survey with Community Voice Panel
- Online review with past Community Engagement Specialists
- Online and phone interview with community engagement staff
- Social media monitoring
- Workshop with Council Leadership Team

### Community Satisfaction Survey:

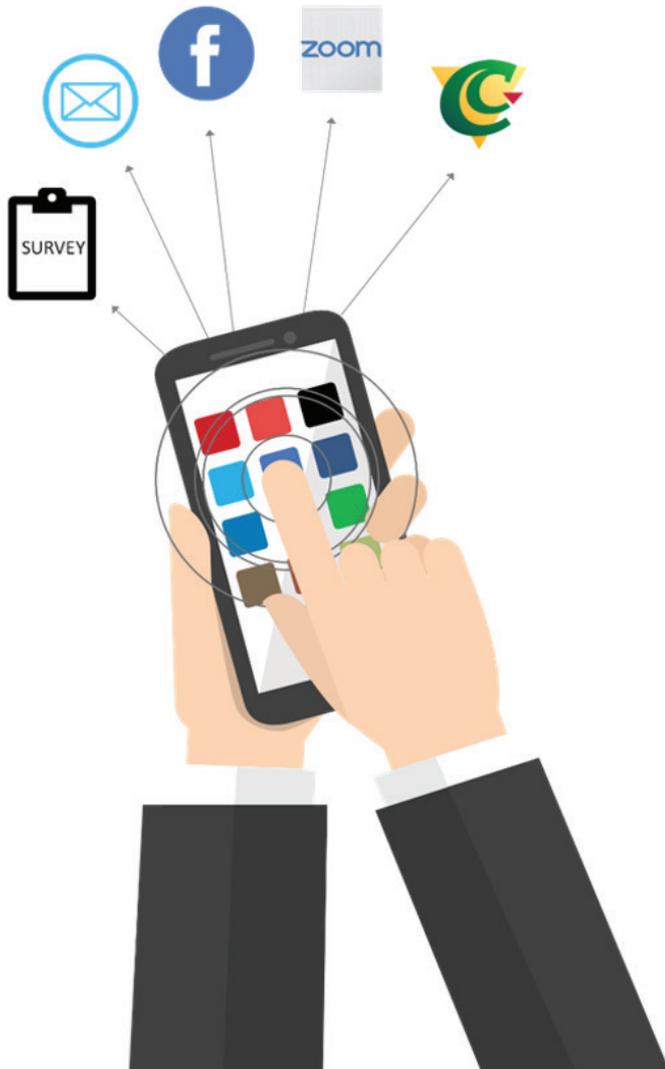
The 2020 Local Government Community Satisfaction Survey was conducted in February. The annual survey is coordinated by Local Government Victoria, and is based on the responses received by phone interviews with 400 local residents.

The survey is designed to assess the performance of Victorian councils across a range of measures and identify ways to provide improvement or more effective service delivery to residents.

Results showed:

- Council has consolidated the significant gains made in 2019 on overall performance and customer service – despite a four-point decrease in overall performance this year.
- Council continues to perform strongly in Customer Service (73) which are both higher than the Small Rural and State Wide Averages.
- Rated performance remains largely in line with 12 months ago across most individual service areas, however ratings declined in community consultation and lobbying – particularly among Talbot area residents.
- Council also performs in line with the group average for half of the remaining service areas and on customer service and overall direction.

Despite the fact Council consulted with more than 4,500 residents via workshops, forums, surveys and working groups in 2019/20 – there was a decline when compared to the 2019 community consultation and engagement results.



## Community Voices Panel

In an online survey, the Community Voice Panel (an initiative of the Engaging Central Goldfields – A Community Engagement Framework adopted in May 2018) respondents identified:

### What you told us

- 85% preferred to receive Council communication via news articles in local newspapers and newsletters; 71% relied on word of mouth, 71% emails, 57% social media, 57% Council's website and 42% Council's full page ad in The Maryborough & District Advertiser
- 57% don't read our weekly Council ad in The Maryborough and District Advertiser
- 85% provide feedback to Council via email and 42% via listening posts, in writing and online surveys
- 100% said they'd accessed Council's website in the past six months
- The majority found the website easier to navigate and the information was clear and answered your questions
- 57% have not visited the Have your Say section of Council's website
- 71% visit our social media networks more than once a day
- 33% follow Council on Facebook
- 66% have engaged with Council via Facebook over the past six months
- 50% said they felt they were able to contribute to the development of Council strategies and plans
- 42% of respondents said they don't attend Council Meetings
- 85% of respondents said they would not listen to an audio recording of a Council Meeting
- 71% said email was their preferred form of communication for Information back and forth
- 85% said they'd like to receive information about major projects and advocacy
- 85% said they found the information provided by Council easy to understand
- 57% said they wanted to engaged with Council activities monthly
- 57% said they wanted to be informed and engaged with so that the community could contribute and have ownership of Council projects and plans

## How will Council achieve these aims?



## Action Plan

Based on the information used to inform the Strategy, a series of actions have been developed to address the three objectives that have been identified. They are:

- **Objective One: Effectively communicate and engage with our community in local decision-making directed by Council's 8 Guiding Principles.**
- **Objective Two: Identify new initiatives that will ensure Council can continue to effectively reach the community**
- **Objective Three: Build the capacity of our organisation to communicate, engage and deliver to the community**

The actions to meet the three objectives are provided as follows:

### Objective One: Effectively communicate and engage with our community in local decision-making directed by Council's 8 Guiding Principles.

- Ensure our engagement is planned, proactive and fit for purpose
- Ensure our feedback process is transparent and robust
- Improve our internal processes are strategic, timely and consistent
- Ensure our community interactions are genuine
- Ensure our delivery is creative and engaging and targeted and cost-effective
- Ensure our language is direct and transparent, positive and two way
- Ensure a diverse range of communications and engagement tools are used to overcome barriers such as access to technology.

Action	Responsibility	Timeline	Resources	Desired Outcomes
Continually improve and diversify Council's communication and engagement methods through evaluation and audit with Community Voices Panel	Community Engagement and Project Management teams	On-going	Existing	More targeted and flexible methods. Increasing the influence and involvement of the Voices Panel.
Develop formal processes for providing feedback to community involved in community engagement opportunities to help 'close the loop'	Community Engagement and Project Management teams	Mar 2021	Community Participation and Engagement Policy and Community and Stakeholder Engagement Toolkit	Consistent, transparent and streamlined processes

Action	Responsibility	Timeline	Resources	Desired Outcomes
Promote inclusivity and cultural awareness of Dja Dja Wurrung, and other Aboriginal and Torres Strait Islander peoples by developing an Engagement Plan and to support ongoing activities identified in the Reconciliation Action Plan	Reconciliation Officer and Community Engagement teams	Dec 2021	<ul style="list-style-type: none"> <li>Central Goldfields Mob Facebook</li> <li>Reconciliation Action Plan</li> <li>External cultural awareness training</li> </ul>	On-going sustainable inclusive, supportive engagement.
Enhance participation and inclusion of community and stakeholders across Central Goldfields Shire townships and improve communication delivery in actioning the township/locality: <ul style="list-style-type: none"> <li>Promote direct communication access to Council via Community Champions.</li> <li>Develop an email database for each township/locality</li> <li>Information posters and distribution at key sites</li> <li>Inclusive scenes - LGBTIQ+, cultural diversity, all abilities</li> </ul>	Community Engagement and Project Management teams and Community Township Champions	On-going	MailChimp database	More timely information updates, increased community participation and collaboration.
Evaluate and improve media advertising and communications effectiveness and liaison with local media – The Maryborough District Advertiser, The Welcome Record, Carisbrook Mercury, Talbot Today, Tomorrow, Together Newsletter.	Community Engagement Team	On-going	Existing	More targeted, effective and efficient communication
Improve access to those experiencing barriers to services and participation: evaluate the continuation of the direct-mail quarterly newsletter to community members such as those non-ratepaying, with limited internet or phone services, or other access barriers	Community Engagement Team	April 2021	Existing	Keep community informed about current resources, services and initiatives.
Review effectiveness of e-newsletters	Community Engagement and Project Management teams	May 2021	Existing	Targeted effective communications
Review utilisation and role of Community Voices Panel	Community Engagement Team	April 2021	Existing	More effective utilisation of community resources

Action	Responsibility	Timeline	Resources	Desired Outcomes
Review community engagement terms of reference to align with policy directions and yearly review of internal Community Engagement Toolkit	Community Engagement Team	April 2021	Existing	Ensure process is clear for greater transparency
Review Online Communications Policy and Media Policy	Community Engagement Team	Mar 2021	Existing	Update to include changes to related policies
Review use of social media platforms and develop strategy for using less used platforms including Twitter, LinkedIn and Snapchat	Community Engagement Team	Mar 2021	Community Engagement Team	Improved reach of messaging to all demographics

**Objective Two: Identify new initiatives that will ensure Council can continue to effectively reach the community**

- Ensure community engagement activities are delivered strategically, and
- Ensure all demographics within our community are being reached
- Ensure community have ability to access technology in order to engage and communicate with Council

Action	Responsibility	Timeline	Resources	Desired Outcomes
Identify ways to engage with all demographics within the community: <ul style="list-style-type: none"> <li>• Work with Reconciliation Officer to engage with Dja Dja Wurrung, Aboriginal and Torres Strait Islander community</li> <li>• Work with Youth team to identify ways to engage with our young people</li> <li>• Work with Home and Community Services team to identify ways to engage with people experiencing accessibility barriers and improve advocacy</li> <li>• Identify ways to engage with residents of smaller townships through working with community groups and organisations and local schools</li> </ul>	Community Partnerships, Home and Community Services and Community Engagement teams	On-going	Existing	Greater representation of the community's views and more informed decision-making processes
Introduce an email newsletter to the community – general weekly Council news based on current information published in the media	Community Engagement Team	May 2021, on-going	Existing	Inclusion of those who do not access local media or experience other accessibility barriers

Action	Responsibility	Timeline	Resources	Desired Outcomes
Investigate the potential of an 'interest-based' annual community survey to understand where community interests are invested and form email groups based on these individual interests for more direct communication and consultation on issues	Community Engagement Team	October 2021	Existing	More targeted representation of community about issues they care about.
Explore opportunities to introduce 'iPad kiosks' at our Customer Service, Library, Goldfields Family Centre and Gallery so that residents have access to the internet to participate in community consultation sessions	Community Engagement and Business Transformation teams	Sept 2021	Budget proposal for equipment	Improved access to technology
Introduction of the OpenCities Community Directory module – replacing the Leisure Services Guide for more comprehensive online listing of community groups and organisations	Community Engagement, Community Partnerships and Business Transformations teams	On-going	Existing	Support community organisations by providing backbone website to manage their own contact details.
Broader rollout of online forms accessed through Council's website to make it quicker and easier for our community to conduct online payments	Business Transformation and Community Engagement teams	On-going	Existing	Increased accessibility and payment options for all services
Look at ways to improve Council's website – introduction of MyCity module where residents can search their address and find out what community facilities are close by, bin collection date and community events and consultations that might be held nearby	Community Engagement and Business Transformation teams	August 2021	Existing	Improved accessibility
Look at ways to use videos to communicate more effectively with our community via the website and social media	Community Engagement Team	On-going	Existing Local community groups	Placing the community at the centre of the narrative
Promote environmental projects including review of promotion of Central Goldfields MASH environment and climate change awareness	Sustainability Officer, Community Engagement Team	Feb 2021	Existing	Supported community driven climate change initiatives

Action	Responsibility	Timeline	Resources	Desired Outcomes
Review and update New Resident Welcome booklet and identify opportunities to introduce quarterly new resident event to promote services and community groups to new residents to the area	Community Engagement, Customer Service, and Economic Development teams	July 2021	Consultation with local service clubs and organisations	Increase representation, promotion of local services and community connection.
Develop Dja Dja Wurrung and Aboriginal and Torres Strait Islander Communications and Engagement Guide	Reconciliation Team	Dec 2021	Existing	More welcoming and respectful engagement with our first nations peoples.
Inclusion of Translation Interpreter information in public documents	All	Dec 2021	Existing	Greater representation and language equity.

### Objective Three: Build the capacity of our organisation to communicate, engage and deliver to the community

- Ensure that the community is informed about the projects, initiatives and events that Council deliver
- Ensure we meet legal obligations of informing the public about Council business
- To plan, advise and deliver succinct, timely and transparent communications
- To ensure Council's brand is used consistently across the organisation
- To empower staff to want to communicate and engage with Council's stakeholders

Action	Responsibility	Timeline	Resources	Desired Outcomes
Provide a Stakeholder Matrix template for staff to consider and better understand their audience and how to reach them	Community Engagement Team	March 2021	Existing Community and Stakeholder Engagement Toolkit	Greater representation and understanding of the diverse needs of the community
Promote the Communications and Engagement Toolkit to staff to assist them to diversify their consultation and communication methods	Community Engagement Team	March 2021	Existing	Streamlined, guided process championing Council's 8-guiding principles
Re-establish Social Media Users Group – provide training opportunities and ongoing support for staff and stakeholder organisation.	Community Engagement Team	On-going	Existing	Targeted, innovative engagement and sharing of resources.

Action	Responsibility	Timeline	Resources	Desired Outcomes
Regular training and communication to internal Web Champions Council group	Community Engagement Team	On-going	Existing	Targeted, innovative, consistent engagement and sharing of resources
Annual IAP2 community engagement training for Councillors, Leadership team and staff	Governance and Community Engagement Group	Feb 2021	Existing	Consistent and informed processes.
Cultural Awareness Training and develop LGBTIQ+ community partnerships	Community Engagement and Community Partnerships and Youth teams	May 2021	Existing	Cultural and diversity awareness and inclusion
Provide a better system internally to ensure staff have access to past consultations. Review of MagiQ data filing, and investigate software for Community Engagement workflows.	Business Transformation and Community Engagement teams	March 2021	Existing, and investigate more effective workflow and management software	Increased transparency and accessibility, improved time management and utilisation of resources
Changing the narrative - developing Council's communications language to ensure the community is placed at the centre of what we do.	Community Engagement Team	On-going	Existing	Accessible language that responds to the community's needs
CRMS management system date management to speed responses immediate text request followed through acknowledgement.	Business Transformation Team	Sept 2021	Being considered	Improved work flow, time management and transparency.
Gender equity training and development of Gender Equity Strategy	Gender Equity Committee	March 2021	Existing	Raise awareness and provision of opportunities for equity.