

Strategy Name: Engagement Strategy 2017-2021



COUNCIL STRATEGY

DATE AMENDED: 5 April 2017
DATE OF NEXT REVIEW: April 2018
DATE ADOPTED: April 2017
RESPONSIBLE OFFICER: Communications Officer
REFERENCES:

Best Value Principles

Pyrenees Shire Council has the responsibility to provide its ratepayers with best value, with all services provided by Council meeting the expectations in terms of quality and cost. In providing this, all services need to be accessible, responsive to the needs of the community, considerate of the natural environment and subject to continuous improvement.

To achieve the best over life outcome for Council's expenditures, which meets quality and service expectations, there will be periodic review of services against best on offer in both the public and private sectors.

All Council staff members are responsible for supporting best value principles in their normal day to day actions to ensure services are recognised by the community as delivering best value.

Signed

JIM NOLAN
Chief Executive Officer

“A good decision is based on knowledge, not on numbers.”

- Plato

Engagement Strategy 2017-2021

Pyrenees Shire Council

April 2017

What is the aim of Pyrenees Shire Council's Engagement Strategy?

Making good decisions relies on good information, and that information needs to come from the people the decision will affect the most. This strategy aims to foster a positive, communicative relationship between Council and its communities.

Guiding Principles

1. Engagement will be responsive and timely
2. Promote activities and achievements
3. Increase awareness of Council activities
4. Foster a positive relationship with the community
5. Match communication methods to community expectations
6. Fulfil statutory requirements

Why do we need an Engagement Strategy?

Everything that Council does is based on a decision. The decision could be an unconscious decision to follow legal requirements, or a conscious one to follow moral obligations. Making good decisions relies on good information, and that information needs to come from the people the decision will affect the most. Therefore, we need a document to outline a uniform, positive and applicable way of engaging with our communities of interest.

Who do we engage with?

Our Communities

Our Pyrenees Communities

Our people are the lifeblood of our towns, our community groups, organisations and clubs help to build the social framework and our businesses; our farmers, our winemakers and our shopkeepers help keep the economy moving. Our Councillors represent our communities, and they are our decision makers.

- Townships, business organisations, sporting clubs, service groups, businesses, farmers, families, schools and health services.

Our Organisation

Our staff are the organisation's most valuable resource, they are our home carers, our road fixer-uppers, our smiling faces when you walk through the front door and our bean counters, among others.

- Council has a staff of 117 people who work across five geographic locations; Avoca Depot, Avoca Information and Community Centre, Beaufort Council Office, Beaufort Depot, Beaufort Community and Resource Centre. Our Home Care staff work in our residents' homes.

Our Friends

Our friends are those we rely on to help us fund projects, monitor activities and help us meet our legal obligations.

- State and Federal governments, government organisations, regulatory bodies, funding partners and local government representative bodies.

How do we engage?

We engage with our communities on a meaningful level, to understand their concerns, provide them with information, listen to their ideas and garner feedback. We have taken the IAP2’s Participation Spectrum and integrated it into our engagement activities. We will aim to increase our level of engagement from an Inform/Consult level to a Collaborate/Empower level through the period of this strategy. An Engagement Plan will be developed each year to guide Council’s engagement activities. (See appendix 1.) The document *Engaging with the Pyrenees Shire Community; a Practical Guide 2016* provides step-by-step instructions to Council Officers on methods of engagement with our communities.

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 seek your feedback on drafts and proposals.	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 work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Levels of engagement at Pyrenees Shire Council:

- Inform₁ Providing information of a general nature to the community, fulfilling legal requirements (Noticeboard)
- Inform₂ Providing information and asking for feedback on a specific project (gravel roads consultation)
- Consult₁ Holding public information sessions, providing information, feeding responses into decisions (Living Landsborough)
- Consult₂ Seeking the public’s input which will drive a particular project, working with the community to build on the project (Community Action Plans)

Audience	Method/Media	Audience	Method/Media
Reaching Our Organisation	Intranet	Reaching Our Communities	Rates Notice
	Staff Newsletter		Print Advertisements
	Email		Social media
	Annual all staff meeting		Mail
	Staff Survey		Council Website
	Management meeting		Tourism Website
	Office noticeboards		Tourism – Official Visitors Guide
	Christmas breakup		Media Releases
	Staff Consultative Committee		Radio interviews and advertising
	Team Meetings		Community Newsletter
	Emergency Alert System		Other Newsletters: Events Bulletin, Firegram, Tourism
			Signage
	Ward Meetings		
	Annual Report		
	Email and email signature		
	Community Resource Centres		

Review

This strategy is a living document, and will be reviewed on a regular basis. An Engagement Plan will be developed from this document on a yearly basis.

Appendices

1. Engagement Plan 2017
2. Engaging with the Pyrenees Shire Community; a Practical Guide 2016
3. Engagement Principles of IAP2
4. Understanding the Pyrenees Shire Community; research
5. Planned Council Community Briefings