



Policy Title	Community Engagement Policy
Related Documentation	Community Strategic Plan 2013-2017 Media Policy Social Media Authorised Statement
Relevant Legislation	<i>Local Government Act 1993</i> <i>AA1000 Stakeholder Engagement Standard 2015</i> <i>Quality Assurance Standard for Community and Stakeholder Engagement – International Association for Public Participation Australasia</i>
Responsible Officer	Coordinator Corporate Strategy and Reporting

Policy details may change prior to review date due to legislative changes, therefore this document is uncontrolled when printed.

Objectives

1. To build trust and foster positive relationships between Campbelltown City Council and the community and other stakeholders.
2. To enable community members to understand and, where appropriate, provide input to planning and decision making on Council’s projects, services and initiatives.
3. To enable more efficient delivery of Council projects, services and initiatives based on a clearer understanding of community needs, interests and expectations.
4. To provide a consistent framework for community engagement across Council.
5. To enable engagement activities to be delivered as effectively as possible.

Policy Statement

This Policy demonstrates Campbelltown City Council’s commitment to community engagement and provides a clear and consistent framework for undertaking engagement.

The Policy provides guidance to Council staff undertaking engagement associated with a wide range of projects and activities. It supports staff to actively seek out and take into account community views as part of the planning and delivery of projects, services and activities.

Effective community engagement:

- informs decision making
- drives better community outcomes by providing insight into people’s aspirations and priorities
- increases community understanding of Council’s role and the rationale behind decisions
- establishes Council as an engaging and responsive organisation
- drives overall community satisfaction
- enables the creation of effective partnerships with the community and other key stakeholders.

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Campbelltown City Council's approach focuses on three main purposes of community engagement:

Inform: One-way communication providing balanced and objective information to promote understanding about something that is going to happen or has already happened. This typically occurs throughout a project and after a decision has been made.

Consult: Two-way communication designed to obtain public feedback about ideas, alternatives and proposals to help inform decision making

Involve: Two way communication to ensure that concerns and aspirations are consistently understood and considered.

Collaborate: Two-way participatory process designed to help identify issues and views to ensure that concerns and aspirations are understood and considered prior to decision making.

Empower: Placing final decision making in the hands of the public.

All engagement processes will need to inform, many will include consultation and some will involve active participation.

Council also recognises four levels of engagement, based on the scale and likely impact of the proposed project or activity:

- **Level 1:** Low impact, local projects
- **Level 2:** Low impact, city-wide projects
- **Level 3:** High impact, local projects
- **Level 4:** High impact, city-wide projects.

Council will plan and deliver activities targeted to the engagement purpose and level and in accordance with the principles set out below.

Scope

This Policy applies throughout the Campbelltown local government area. All staff, contractors and consultants are responsible for adhering to this Policy.

Legislative Context

The services and projects undertaken by councils in NSW are subject to a wide range of legislation, some of which has implications for community engagement. The following legislation has particular engagement requirements:

- *Local Government Act 1993*
- *NSW Environmental Planning and Assessment Act 1979.*

In undertaking community engagement, staff should also ensure they comply with service and project-specific requirements set in relevant legislation and policy.

This policy ensures that council's community and stakeholder engagement practises are in line with the:

- *Quality Assurance Standard For Community and Stakeholder Engagement – International Association for Public Participation Australasia (IAP²)*
- *AA1000 Stakeholder Engagement Standard 2015.*

Principles

The following principles will guide Council in the planning and delivery of all engagement activities:

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- **Proactive:** Council anticipates and acts on community needs for information and involvement from the beginning of a project.
- **Accessible:** Council's engagement materials and activities are easy to understand, find and participate in.
- **Timely:** Council prepares early to ensure it engages in the right way, at the right time, with the right people.
- **Consistent:** Council's approach to community engagement consistently reflects the scale and likely impact of the project.
- **Realistic:** Council sets realistic expectations about the purpose of engagement and communicates this clearly.
- **Evidence-based:** Council understands and uses the engagement approaches that work best for the community and stakeholders.

Responsibility

All staff are responsible for complying with this Policy. All managers are responsible for informing their staff about this Policy. The Business Review and Improvement Officer is responsible for monitoring this Policy.

Effectiveness of this Policy

Council will monitor and evaluate its community engagement activities through a wide variety of methods, including:

- monitoring participation in engagement events and activities
- analysing submissions
- seeking feedback from participants.

This Policy will be reviewed at least every three years, based on the outcomes of ongoing monitoring and evaluation.

END OF POLICY STATEMENT