



CAMPBELLTOWN

CAMPBELLTOWN COMMUNITY ENGAGEMENT STRATEGY

2020-2021



**WE ACKNOWLEDGE THE TRADITIONAL
CUSTODIANS OF THE LAND, THE
DHARAWAL PEOPLE AND THEIR UNIQUE
AND SPIRITUAL CONNECTIONS TO
THE LAND. WE ALSO RESPECTFULLY
ACKNOWLEDGE ELDERS PAST AND
PRESENT FOR THE ROLE THEY CONTINUE
TO PLAY IN GUIDING
FUTURE GENERATIONS.**

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All Councils in NSW are required to operate within an Integrated Planning and Reporting (IP&R) framework. The IP&R framework guides how each Council develops, documents and reports on their strategic plans under the Local Government Act 1993. This Community Engagement Strategy is a requirement under the IP&R framework, and has been developed to comply with all essential elements outlined in the IP&R Guidelines.

MESSAGE FROM OUR MAYOR



We recognise that community engagement is at the heart of a connected, empowered and proud community. Campbelltown is built on the insights and experiences of our residents, and this Community Engagement Strategy outlines our commitment to empower those voices to be heard, and to contribute to shaping the future of our great city.

Every program, service or initiative that Council is responsible for is designed with the needs and aspirations of Campbelltown's people in mind. To achieve this, it is essential that we have a meaningful community engagement process that is embedded within Council's day-to-day business.

It's crucial that our community has genuine opportunities to have their voices heard and that people are informed about what's happening in Campbelltown. This ensures that communication between Council and community is two-way, which helps us strengthen our relationship with our community, and make decisions with their input in mind.

Engaging with our community can take many different forms and should reach across our city's residents, businesses, community organisations and other government agencies. As Campbelltown grows, it's important that our community engagement efforts seek to capture a broad cross-section of the community, including groups who are historically underrepresented in having their voices heard.

This strategy sets clear priorities for Council to consider when embarking on any community engagement activity to ensure we are listening to a diversity of voices and are open to opinions and feedback of all kinds.

Community engagement is also about improving transparency. It's not enough to simply invite feedback, it's important that we analyse that feedback and make all attempts to implement the insights our community provide. We are committed to reporting back to those who have engaged with us, so that people are kept informed about the next steps and how their feedback has been implemented.

I look forward to seeing this strategy in action and working alongside Council staff and the community to make things happen in Campbelltown.

Cr Darcy Lound
Mayor of Campbelltown

COMMUNITY ENGAGEMENT STRATEGY IN CONTEXT

CAMPBELLTOWN A CITY OF OPPORTUNITY FOR ALL

COMMUNITY ENGAGEMENT STRATEGY 2025 - 2029

**OUR COMMUNITY
ENGAGEMENT MISSION**
Provide meaningful and accessible engagement opportunities for all community members

OUR COMMUNITY ENGAGEMENT PRINCIPLES
Purposeful | Inclusive | Authentic | Transparent | Responsive

STRATEGIC GOAL

To gain a comprehensive understanding of the diverse perspectives, challenges, and priorities of our community.

1

STRATEGIC GOAL

To foster an informed and engaged community who have meaningful opportunities to participate in community engagement.

2

STRATEGIC GOAL

To actively engage with our community and integrate their input into decision-making processes.

3

STRATEGIC GOAL

To promote an organisational culture of best practice community engagement.

4

Community
Engagement Policy

Community
Engagement
Implementation Plan

Community
Engagement Toolkit

OUR ASPIRATION

We recognise that community engagement is at the heart of local government and strengthens social cohesion and community belonging.

Enabling meaningful opportunities for community to actively participate in shaping the future of their local area, promotes more thorough decision-making and better outcomes for everyone.

This Community Engagement Strategy provides the direction for all our community engagement activities between 2025 and 2029. These activities relate to the development of our plans, policies, programs and key activities.

This strategy directly supports each of the focus areas outlined in the Community Strategic Plan: Campbelltown 2025-2035, in particular through the CSP Outcome – *Leadership for our community*.

VISION	A CITY OF OPPORTUNITY FOR ALL				
CSP Outcomes	1. An Inclusive and Supportive Community	2. Places for People	3. An Enriched Natural Environment and Heritage	4. A Strong Local Economy	5. Leadership for our Community
CSP Strategies	1.1 Foster a cohesive and safe community	2.1 Provide accessible, green, and attractive public spaces	3.1 Preserve our bushland, waterways, and wildlife	4.1 Foster economic growth and prosperity	5.1 Ensure all levels of government collaborate for the community's best interests
	1.2 Encourage a healthy and active community	2.2 Deliver accessible and connected transport networks and parking	3.2 Reduce carbon emissions and waste	4.2 Increase local training, education, and job opportunities	5.2 Use public funds efficiently and transparently
	1.3 Provide community services and support pathways	2.3 Provide affordable and diverse housing options	3.3 Manage urban growth to preserve our local character and environment	4.3 Provide vibrant town centres	5.3 Support an engaged and informed community

Supporting Resources:

Community Engagement Policy
Community Engagement Implementation Plan
Community Engagement Toolkit

Related Documents:

Community Strategic Plan: 2025-2035
Delivery Program and Operational Plan
Community Participation Plan
Disability Inclusion Action Plan
Local Government Act 1993
NSW Environmental Planning & Assessment Act
Integrated Planning & Reporting (IP&R) Framework
International Association for Public Participation (IAP2) Best Practice Framework

**TO PROVIDE MEANINGFUL AND
ACCESSIBLE ENGAGEMENT
OPPORTUNITIES FOR ALL
COMMUNITY MEMBERS, TO
PROMOTE A CONNECTED,
EMPOWERED AND PROUD
COMMUNITY.**



THE CAMPBELLTOWN COMMUNITY

Campbelltown is a diverse and growing community of over 180,000 people. Rich in experience and culture, we come from a wide range of backgrounds.

Our city is bursting with potential, and we are proud to be a welcoming and inclusive community, where opportunity is everywhere. Below is a snapshot of our current Campbelltown community.



Population of

186,431



4.1%

**Aboriginal and Torres Strait
Islander people**

This is more than double the
rate in Greater Sydney



52.8%

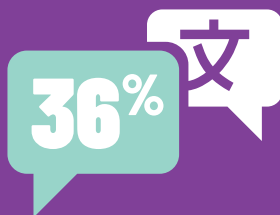
**of households are couples
with children**



35%

Born Overseas

1. India
2. Bangladesh
3. Philippines
4. United Kingdom
5. New Zealand



36%

**of residents speak a
language other than English
at home.**



34.6%

of residents are under 25.

Campbelltown has a higher
percentage in comparison
to Greater Sydney.

Median age is 35.



61,600

local jobs

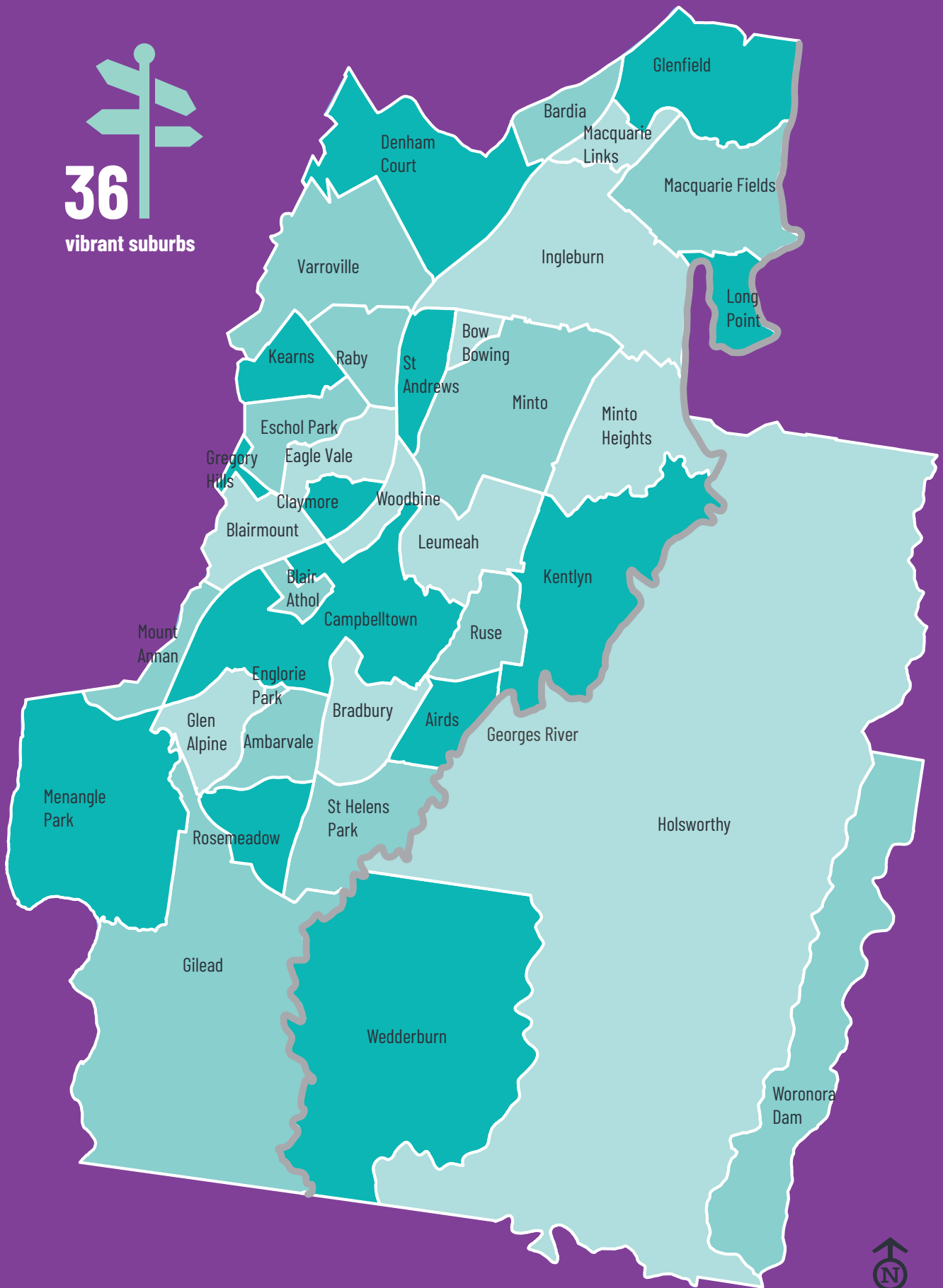


6.3%

need assistance due to age
or disability.
(higher than Greater
Sydney which is 5.2%)

**WE'RE AT
OUR BEST
WHEN WE'RE
WORKING
ALONGSIDE
EACH OTHER.**

36
vibrant suburbs



WHAT COMMUNITY ENGAGEMENT MEANS

Community engagement, also known as ‘public participation’, is a strategic process of **involving community members** in the problem solving and decision-making process. It is based on the social justice principles of equity, access, participation and rights.

“Community engagement is an intentional process with the specific purpose of working to shape the decisions or actions of the community and stakeholders in relation to a problem, opportunity or outcome. – IAP2”

Community engagement allows community to express their expectations and give input on things that are important to them. It ensures our community members have opportunities to be **informed and have a say** on decisions that impact their lives, now and into the future.

This strategy outlines our commitment to **listening to and serving our community**.

WHY WE ENGAGE

We engage with the aim of communicating with our community, understanding their perspectives, seeking input, and working together to influence decision-making.

When developing Community Engagement Plans, we will examine the key purposes of engagement, which guides us in setting appropriate objectives to achieve from each engagement.

Key purposes of Community Engagement may include:

- ✓ Sharing information
- ✓ Generating support
- ✓ Understanding a problem
- ✓ Identifying opportunities
- ✓ Problem solving
- ✓ Generating ideas
- ✓ Improving proposals
- ✓ Social license
- ✓ Understanding community perception
- ✓ Complying with law and best practices
- ✓ Managing risk
- ✓ Maintaining relationships
- ✓ Supporting community development
- ✓ Embedding behaviour change
- ✓ Influencing decision making

OUR APPROACH TO COMMUNITY ENGAGEMENT

HOW WE ENGAGE

Community engagement involves both **sharing information** and actively seeking **community input**. To understand community engagement process, we have summarised it in the table below.

WHEN WE ENGAGE

We engage on:

- Council Plans and Strategies
- New capital works and place making
- Council's key policies
- Maintenance and renewal capital works
- Projects and matters that impact residents and our community.

HOW WE ENGAGE	
INFORM	<p><i>"Here's the information you need, to ensure you understand what's happening"</i></p> <p>Compass Community Newsletter and eNewsletters Social media Campbelltown City Council website Flyers, posters and signage</p> <p>Letters and emails Public information sessions Public displays</p>
CONSULT	<p><i>"Here are some options - what do you think?"</i></p> <p>Surveys and polls Consultation pop-ups and drop-in sessions Public exhibitions and submissions Community meetings</p> <p>Our online engagement platform Council meetings Public Information sessions</p>
INVOLVE	<p><i>"Share your ideas and feedback to influence a decision"</i></p> <p>Workshops, webinars and forums Focus Groups Community reference groups Our online engagement platform</p> <p>Surveys Online discussion boards Conversation cafes Interviews</p>
COLLABORATE	<p><i>"Let's work together to come up with a solution"</i></p> <p>Working groups Advisory groups Deliberative Panels</p> <p>Our online engagement platform Workshops, webinars and forums Interviews</p>
EMPOWER	<p><i>"You care about this and are leading the initiative - how can we support you?"</i></p> <p>Delegated Committees Citizens Juries</p>

MEASURING SUCCESS

Measuring and evaluating success are important steps in the community engagement process, as it provides an accurate way to assess performance, identify areas for improvement, and ensure objectives are met.

We will report on and evaluate two focus areas:

- 1. The Engagement Findings**
- 2. The Engagement Plan & Process**

The engagement process will be evaluated across 5 key areas, and we will use those learnings to continually improve and be responsive to community need.



OUR STAKEHOLDERS

Our Stakeholders comprise of diverse people, organisations and groups that make up the Campbelltown community. We recognise that our community and our stakeholders have different needs, perspectives and experiences. We will engage with our stakeholders in ways that are relevant and accessible to them, tailoring our approach to ensure we are responsive and inclusive.

An overview of our Stakeholders

PEOPLE

- Local residents
- Ratepayers
- Workers
- Students
- Carers
- Families
- Children and young people
- Seniors
- People with disability
- People with Culturally and linguistically Diverse (CALD) backgrounds
- Aboriginal and Torres Strait Islander People
- Refugees and Migrants
- Local business owners and investors
- Future residents
- People who work here
- People who visit
- Low socio-economic households
- People living in care facilities
- People belonging to minority groups
- Elected Representatives

ORGANISATIONS

- Government Agencies
- Community Service Agencies
- Charities
- Business and Industry Groups
- Peak Bodies
- Chambers of Commerce
- Childcare Services
- Schools and Education Institutions
- Health and Emergency Services
- Media agencies
- Religious and Spiritual Organisations
- Sporting Clubs

GROUPS

- Advocacy Groups
- Advisory and Reference Groups
- Aboriginal and Torres Strait Islander Groups
- Community Groups (Seniors Groups, Youth Groups, Disability Groups, Cultural Groups, LGBTQIA+ Groups, Parent Groups etc.)
- Support Groups
- Committees
- Art and Culture Groups
- Sport and Leisure Groups
- Environmental Groups



INCLUSIVE PARTICIPATION

We recognise that some groups within our community are harder to reach and may experience barriers to participation. We're committed to providing opportunities for these communities to participate and have a say.

We do this by:

- Communicating with clear and simple language.
- Providing information in a variety of accessible formats and translating materials where appropriate.
- Selecting appropriate venues that are welcoming and inclusive.
- Utilising a variety of engagement methods, considering the diverse groups of our community.
- Using culturally appropriate practices.
- Using age-appropriate engagement activities.
- Addressing the barriers of participation different groups in our community may face.
- Nurturing relationships with community and building trust and connection.
- Utilising inclusive resources, such as accessible seating, closed captioning, use of pictures etc.

Including under-represented groups:

Aboriginal and Torres Strait Islander Communities

We recognise the Dharawal People as the traditional custodians of the land. We're committed to and value working with Aboriginal and Torres Strait Islander People, Leaders, and Groups on matters of land, water, language, culture, and heritage. We want to ensure that the voices of Dharawal People are meaningfully represented.

Culturally and Linguistically Diverse (CALD) Communities

Our diversity of cultures and community bonds are our greatest strengths, and fundamental to the Campbelltown identity. We celebrate diversity and work closely with a range of community and cultural groups to ensure diverse voices are represented.

We are culturally responsive and take care to cater our communications and engagement materials to the demographic profiles of our community.

Young People

We're committed to building a city that is welcoming and inclusive of children and young people. We provide age-appropriate opportunities for young people to share their input and be active citizens through inclusive engagement activities and opportunity to be involved in decision-making.

Vulnerable People

We recognise the wide range of disadvantages people in our community may experience, and we're committed to creating engagement opportunities that allow harder-to-reach groups to have their views heard.

OUR PRINCIPLES AND STRATEGIC GOALS

Our Community Engagement Principles

Our Community Engagement Strategy is guided by a set of principles, which align strongly with social justice. Our guiding principles are:



PURPOSEFUL

Being purposeful means we will design community engagement to include clear objectives, scope, and outcomes that are relevant and appropriate.



INCLUSIVE

Being inclusive means providing equitable and easy access to engagement opportunities for all our community, including voices not normally heard or well represented.



AUTHENTIC

Being authentic means prioritising action over words, and ensuring community engagement is genuine, meaningful and honest.



TRANSPARENT

Being transparent means clearly and accurately communicating the community engagement purpose, process and outcomes. This includes closing the loop, showing how engagement informed decisions and reporting back to the community on progress through our reporting program.



RESPONSIVE

Being responsive means continuously (or continually) evaluating, refining and improving community engagement. This includes adapting community engagement where appropriate, to meet the changing needs and expectations of the community.

Our Community Engagement Strategic Goals

Our Community Engagement Strategy is structured around 4 strategic goals that will inform our Community Engagement Implementation Plan, and relevant actions and projects in the Delivery Program and Operational Plan.

GOAL 1

To gain a comprehensive understanding of the diverse perspectives, challenges, and priorities of our community.

GOAL 2

To foster an informed and engaged community who have meaningful opportunities to participate in community engagement.

GOAL 3

To actively engage with our community and integrate their input into decision-making processes.

GOAL 4

To promote an organisational culture of best practice community engagement.



To gain a comprehensive understanding of the diverse perspectives, challenges, and priorities of our community.

ACTIONS

- 1.1** Use a range of engagement methods to gather qualitative and quantitative data about the community's identity, experiences and needs.
- 1.2** Continue to engage with hard-to-reach and under-represented stakeholders, ensuring to capture their voices.
- 1.3** Maintain a community profile database, to understand the people, groups, organisations and social factors that make up our community.



To foster an informed and engaged community who have meaningful opportunities to participate in community engagement.

ACTIONS

- 2.1** Inform our community and stakeholders about plans, decisions and initiatives that will impact them, in a timely and accessible manner.
- 2.2** Ensure our Community Engagement Plans are purposeful and align with best practice methods and values.
- 2.3** Measure and evaluate the impact and effectiveness of community engagement plans and activities, using our 5 areas of evaluation.

STRATEGIC GOAL 2



Continue to actively engage with our community and integrate their input into decision making processes.

ACTIONS

- 3.1** Continue to provide diverse engagement opportunities for community members to have a say and inform decision making.
- 3.2** Record and implement the learnings from engagement activities to inform decision making.
- 3.3** Provide feedback to the community on how their input influenced decisions and outcomes.



To promote an organisational culture of best practice community engagement.

ACTIONS

- 4.1** Maintain a suite of community engagement resources and documents, including:
 - The Community Engagement Policy
 - The Community Engagement Implementation Plan & Toolkit
 - The Community Engagement Strategy (review every 4 years)
- 4.2** Continually refine and maintain our online Community Engagement platform.
- 4.3** Regularly review and identify areas of improvement and ensure alignment with best practice standards.



CAMPBELLTOWN

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