

Community Engagement

Objective

The objectives of this policy are to:

- ensure that the City of Rockingham's community and relevant stakeholders are provided opportunities to participate and contribute to the decision making process on relevant matters.
- affirm the City of Rockingham's commitment to facilitating community and stakeholder engagement to inform its decision making process.
- ensure that community and stakeholder engagement is fit-for-purpose.
- guide the City's approach to community and stakeholder engagement.

Scope

This Policy applies to Elected Members and all City of Rockingham employees.

Statement

As a Local Government the City is guided by a range of statutory requirements that define minimum levels of engagement with the community and relevant stakeholders. Council recognises that community engagement is an important element in its decision making process.

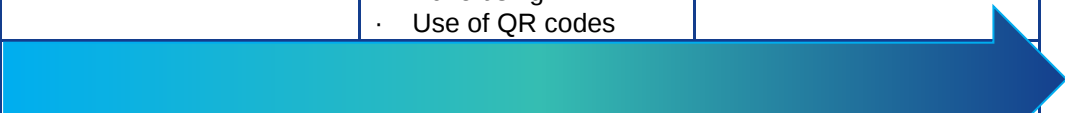
The City is committed to facilitating a fit-for-purpose community and stakeholder engagement process, and does not prescribe a single approach. The level of engagement is determined by the context of the project and the impact on the community.

The City's policy is based on the following principles:

- **Inform** - we engage the right people as early in our process as we possibly can
- **Consult** - we create opportunities for a two way communication
- **Participate** - we provide opportunities for the community to be actively involved
- **Share** - we share the outcomes
- **Measure** - we measure our performance.

The City's Engagement approach is adapted from the International Association for Public Participation's Spectrum of Public Participation (IAP2). The IAP2 is an association which aims to promote and improve the practice of public participation.

The City will follow three community engagement approaches, *Inform*, *Consult*, *Participate* depending on the particulars and complexity of a project or initiative, as detailed below:

	Low stakeholder participation	Medium stakeholder participation	High stakeholder participation
Approach	Inform	Consult	Participate
Expected community interest levels	The issue will not have much impact on the community and is unlikely to raise concerns	The issue will affect the community and may raise some concerns	The issue will have a large impact on the community, and there will be an expectation that community opinion will be obtained
COR Examples	Road works, Statutory requirements	New infrastructure for the City	Strategic Community Plan
Suggested tools to use	• Rock Port • Social Media • Advertising • Information sessions • Fact sheets • Brochures or pamphlets • Website • City Chronicle • Letters to localised area • Use of QR codes	• Rock Port • Public comment: <i>share your thoughts</i> • Surveys • Public meetings • Information sessions • Letters • Brochures or pamphlets • Website • City Chronicle • FAQ sheets • Social Media • Advertising • Use of QR codes	• Rock Port • Public comment: <i>share your thoughts</i> • Surveys • Workshops • Focus groups • Advisory committees • Councillor Workshops • Public meetings • Social media • Advertising • City Chronicle • Use of QR codes
Issue Complexity			

In achieving Council's Policy objectives, the Chief Executive Officer must ensure that the following key areas of activity are fulfilled:

1. Statutory compliance – compliance with relevant Legislation
2. Fit for purpose – adapted from the International Association for Public Participation's Spectrum of Public Participation (IAP2)
3. Strategic integration – Integrate with the City's Strategic Development Framework Policy and Council Policy Framework
4. Diversity – ensure that the City's Communications and engagement methods are inclusive and accessible to all and are aligned to the City's Disability Access and Inclusion Plan and Reconciliation Action Plan
5. Timeframes – The engagement period will be for a minimum period of 14 days. For more complex matters this may be extended. The City will take into account holiday periods when determining timing and duration of consultations
6. Reporting – a standardised approach to reporting outcomes in Council Reports.

The CEO is responsible for implementing processes and systems to achieve the policy objectives and ensure an organisation wide commitment to robust engagement on matters that impact the community.

Definitions

Community engagement - Engagement, or public participation, is a process for making better decisions that incorporates the interests and concerns of all affected stakeholders and meets the needs of the decision-making body. (IAP2).

Stakeholder - any individual, group of individuals, organisations, or political entity with a stake in the outcome of a decision (IAP2).

Legislation

Section 1.3 (2) of the *Local Government Act 1995*.

Other Relevant Procedures / Key Documents

Council Policy Framework

Strategic Development Framework Policy

Risk Management Policy

City of Rockingham Strategic Community Plan

Reconciliation Action Plan

Disability Access and Inclusion Plan

International Association for Public Participation's Spectrum of Public Participation (IAP2).

Internal documents

Community Engagement Framework.

Project Management Framework.

Risk Management Framework.

Responsible Division

General Management Services

Review Date

March 2024

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Amendment Dates	March 2024	Document Number	D22/133419