

## ***OUR PLACE...OUR FUTURE***

### **ENGAGING WITH OUR COMMUNITY**

# **COMMUNITY ENGAGEMENT STRATEGY – COMMUNITY STRATEGIC PLAN 2022/2032**

Over the coming months CGRC will be seeking community input into the development of its Integrated Planning and Reporting Framework. The Framework is made up of an integrated suite of documents which will guide the actions that Council, the community and key stakeholders will take to meet the aspirations and priorities of a vibrant, and dynamic community.

The Framework consists of:

- **The Community Strategic Plan (10 years)**
- **A Resourcing Strategy:**
  - **Long-Term Financial Plan (10 Years)**
  - **Strategic Asset Management Plan (10 years)**
  - **Workforce Plan (4 years)**
- **Delivery Program (4 years)**
- **Operational Plan (annual)**

The Framework will ensure Council can plan, within its means, for sustainable maintenance and renewal of infrastructure and provision of services.

Council's Community Strategic Plan aims to outline the community's priorities and aspirations for the future, and the strategies to achieve them. In planning now for the future, Council can begin working in collaboration with the community and other partners to deliver our community's preferred future.

The success of the development of the Community Strategic Plan depends on a collective approach between our community members and Council. This plan can only reflect the community's aspirations for the future with the community's direct participation. The Council will ensure the community is informed, encouraged, enabled, and welcomed to participate in the development of the plan. Involvement of all community members and maximising participation will be achieved by implementing a variety of engagement techniques.

Council will employ a co-ordinated approach to determine the plan's priorities and deliverables and will present to the community a plan that is accessible and fair.

The Community Strategic Plan will be underpinned by a Community Vision Statement, which will be developed with the collation of community input. We will then explore the community’s future aspirations by asking:

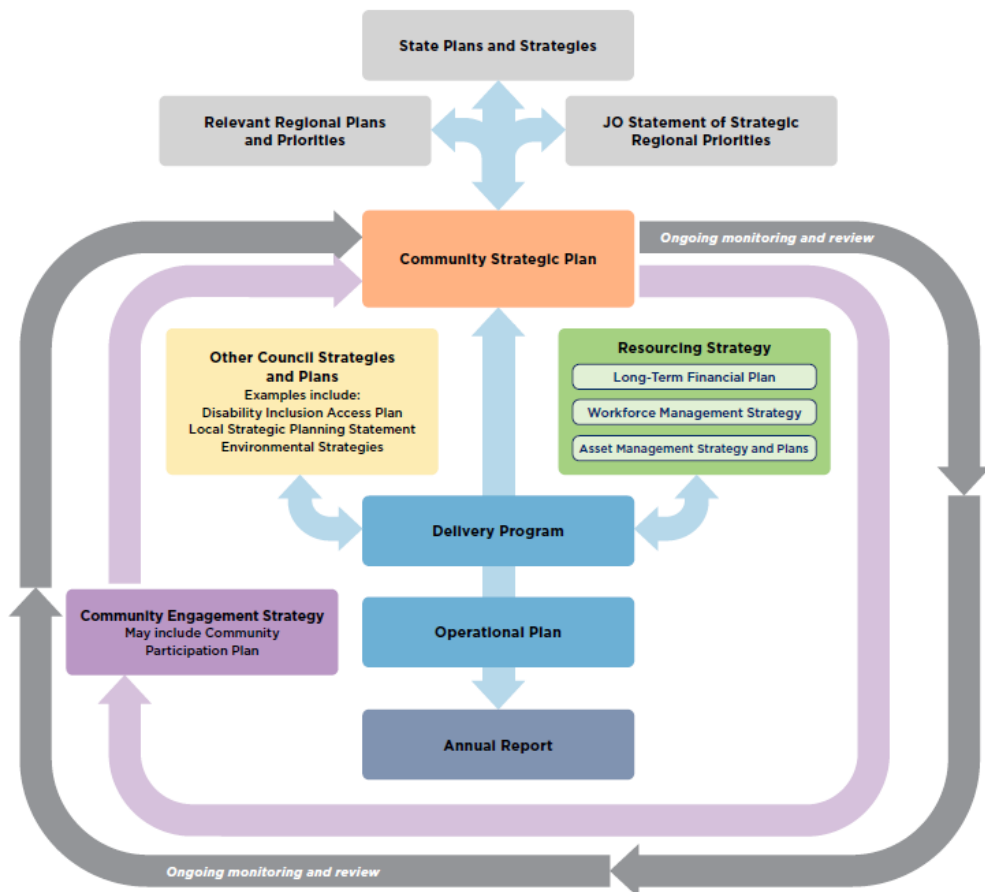
- Where are we now?
- Where are we going?
- Where do we want to be?
- How do we get there?
- How will we know we’ve arrived?

Council acknowledges its role in facilitating the development of the Community Strategic Plan, and remains committed to ensuring the community is informed, encouraged, enabled, and welcomed to participate in the development and implementation of the plan.

This Community Engagement Strategy is specific to the Draft Community Strategic Plan and outlines how Council will engage on this Council-wide high impact project with stakeholders during a three (3) month period.

The Draft CGRC Community Strategic Plan 2022/2032 poses the question, are we on the right track or are there other priorities the community would like Council to consider?

Everyone has a right and will have the opportunity to participate and share their vision for CGRC. What might be my vision may not be your vision, but together it makes our vision for the future of CGRC.



The Integrated Planning and Reporting Framework

## INCLUSION OF PREVIOUS STRATEGIES, POLICIES AND PLANS

It is vital as part of the compilation of the Community Strategic Plan 2022-2032, Council incorporate strategies developed and resolved over the previous 4-5 year period, including but not limited to:

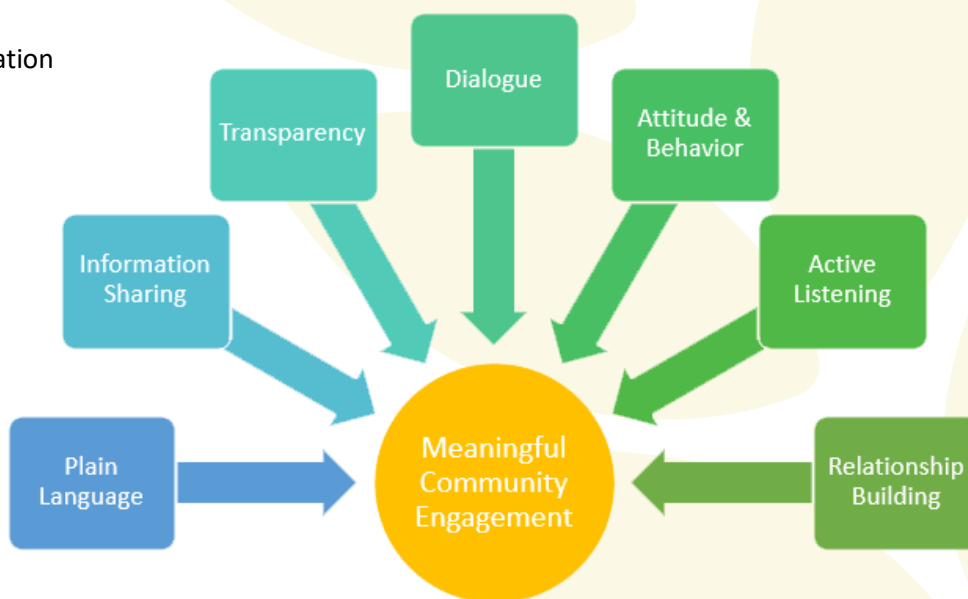
- CGRC Youth Strategy 2020-2030
- CGRC Agritourism Development Strategy
- Cootamundra Flood Study
- Gundagai Flood Study
- Activities Approval Policy
- Local Strategic Planning Statement
- Recreational Needs Study
- Rural Lands Strategy
- Cootamundra 2050 Strategy
- Gundagai LEP
- Cootamundra LEP Amendment
- Tourism and Economic Development Strategy
- Wallendbeen Strategic Heritage Study
- Villages Strategy

## PRINCIPALS OF COMMUNITY ENGAGEMENT

### Social Justice Principles

The Community Engagement Strategy is based on the social justice principles:

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- Equity
- Access
- Participation
- Rights



Meaningful Community Engagement

## Five Pillars of Community Engagement

The five pillars of community engagement can be defined as follows:

**Inform** – Giving information to the local community

**Consult** – Seeking feedback from the local community

**Involve** – Working directly with the local community

**Collaborate** – Creating partnerships with the local community to produce recommendations and solutions.

**Empower** – Putting final decision-making in the hands of the community.

## Engagement Methodology

Effective engagement requires a range of methods to be employed to keep participants willing to be involved throughout the process, or alternatively anticipate in a time and manner of their choosing. It is important that we build on experience and avoid the notion of ‘over consultation’, where stakeholders feel they have provided the same opinion and advice to Council on the same or similar issues.

Council’s community engagement strategy is designed to:

1. Ensure the community and stakeholders are aware of opportunities to have a say in the development of Community Strategic Plan 2022-2032.
2. Inform the community of issues likely to impact on our community across social, Environmental, Economic, and Civic Leadership themes over the next decade.
3. Consult and seek feedback on the future priorities and strategies to address issues facing the community.
4. Involve a broad range of stakeholders in the development and implementation of strategies and actions to address these issues.
5. Collaborate with community groups, government agencies and the community to identify solutions and accountabilities.
6. Seek support for a complete and comprehensive suite of integrated planning and reporting documents.

## STAKEHOLDERS

- **Residents** - People who live in the CGRC local government area (LGA).
- **Students/Youth** - Students of local primary and high schools, TAFE, and other training providers.
- **Business and industry groups** - Includes owners, operators, and employees of small, medium, and large businesses, as well as industry representative groups.
- **Landowners** - People who own property in the local government area, whether they live in the LGA or not.
- **Potential residents, developers, and investors**
- **People who may wish to live, work, or invest in the LGA.**
- **Visitors**
- **Government Departments and Agencies** Departments and Agencies that may lead or contribute to the implementation of strategies or actions identified in the Community Strategic Plan.
- **Adjoining local government areas and Regional Organisations**
- **Reference Groups, Advisory Committees Section 355 Committees of Council**
- **Local community organisations and groups** that may partner with Council contributing to the implementation of the strategies or actions identified in the Community Strategic Plan.
- **Members of Parliament Local members and State/Federal Ministers** that Council may lobby/advocate on behalf of the strategies and actions identified by the community in the Community Strategic Plan
- **Councillors** - Throughout the process Councillors will be kept informed of the development of the vision, strategies, and actions to enable them to inform their constituents about the draft proposals and how to be involved.
- **Staff** will be Informed, consulted, involved, and collaborated with about the vision, strategies and actions identified as being a priority in CGRC Strategic Plan and how it influences their work.

## PARTNERSHIPS/ STAKEHOLDERS

Successful partnerships with key stakeholders are essential to the success of this Community Engagement Strategy. With the development of key messages, Council staff will work closely with community groups, advisory committees, and volunteers to represent messages and engage on our behalf.

For example, a Survey specific to Tourism will be discussed and presented to the Tourism Action Committees and they will further present the survey to their networks. Youth specific surveys and discussion will be managed through Youth Councils in Cootamundra and Gundagai. Businesses and Industry will be addressed through CDC and GREG. s.355 Committees will present to their interest groups.

## ENGAGEMENT ACTIVITIES

Whilst communication will be ongoing, community engagement will occur in two (2) distinct phases over 2021/2022

### STAGE ONE | September 2021 - January 2022

**Consult and seek feedback on the future priorities and strategies to be identified and captured in the Community Strategic Plan 2022-2032 via the following channels: -**

#### DURING DEVELOPMENT OF THE DRAFT 22-33 COMMUNITY STRATEGIC PLAN

Engagement Tool and Target Audience	Timing	Purpose and Key Messages
Managers Workshop	27 September 2021	Introduction/refresher IP&R workshop
Council Meeting	28 September 2021	Resolve Community Engagement Strategy for CSP
Council Meetings	26 October 2021 30 November 2021 25 January 2022	Update on Consultation
Councillor Induction	January 2022	Update on Consultation; how to be involved
Staff Meetings (entire staff or regular team based)	October – January	Key Messages; Engagement Opportunities; How to comment; request for input
Digital Community Panel	October / November	<p>Restore the DCP.</p> <p><i>Want to have your say? Become part of Council's digital community panel.</i></p> <p><i>Council wants to hear from a broad cross-section of representatives within the community to ensure all groups can be engaged and involved in raising community ideas and solutions.</i></p> <p><i>This local knowledge and insight will support the continuation of the good work that has already been done in building a strong future-focused Council. With your input and support, we can continue to ensure that the elected Council has solid, community-led foundations from which to deliver this region a dynamic future.</i></p> <p><i>If you would like to make a difference and be part of the development of your Community Strategic Plan 2022-2023, become part of this panel. Please register your email address at: <a href="mailto:digitalpanel@cgrc.nsw.gov.au">digitalpanel@cgrc.nsw.gov.au</a>.</i></p>
Community Groups / CDC / GREG consultation	October - January	Engage with key stakeholders to partner with Council to present key messages; Engagement Opportunities; Seek input Through topic specific surveys
S.355 Committees / advisory committees /volunteers consultation	October - January	Engage with key stakeholders to partner with Council to present key messages; Engagement Opportunities; Seek input Through topic specific surveys
Newsletter	WC 4 October 2021 WC 1 November 2021	Key Messages; Engagement Opportunities; How to comment; Link to Website and FB

	WC 6 December 2021 WC 20 December 2021	
Snippets	16/17 September 2021 30 September / 1 October 2021 14 / 15 October 2021 28 / 29 October 2021 11 / 12 November 2021 25 / 26 November 2021 2 / 3 December 2021 16 / 17 December 2021 23 / 24 December 2021 13 / 14 January 2022 27 / 28 January 2022	Communication Strategy to restore Digital Community Panel / September, October  Key Messages; Engagement Opportunities; How to comment; Link to Website and FB / November, December, January
Community Listening Sessions (subject to COVID-19 regulations) Workshops in Community Halls at Adjungbilly, Coolac, Cootamundra, Gundagai, Muttama, Nangus, Stockinbingal, Tumblong, Wallendbeen.	November, December, January	<i>We would like to invite individuals and group representatives from around the region to attend one of the following community listening sessions to provide valuable input into the Council's strategic planning process. Please register your interest to attend a session relevant to your area of interest as soon as possible via <a href="http://www.cgrc.nsw.gov.au">www.cgrc.nsw.gov.au</a>. These interactive sessions will cater for up to 20 people and will be closed for registration once places are full. To ensure that a broad cross-section of the community can attend, we ask that you only register for one session.</i> Seek Community input Village Specific Surveys
Pop up stalls	November, December, January	Seek Community input and suggestion

**Alternative methods of engagement should face to face be untenable.**

Virtual public information sessions, workshops, meetings and focus groups, registrations necessary.  
Website based Webinar, Blogs, Virtual post it note walls, Live chat

School Newsletters / Youth Councils Facebook posts	November, December, January	Key Messages; Engagement Opportunities; How to comment; Link to Website and FB. Youth Specific survey.
Dedicated page on CGRC website including Surveys, Pop Up questions, Blog	November - June	Key Messages; Engagement Opportunities; How to comment; Link to Website and FB. Survey.
Electronic Noticeboard in Council Offices; Suggestion boxes	November - June	Key Messages; Engagement Opportunities; How to comment; Link to Website and FB. Survey.
Facebook	September - June	Key Messages; Engagement Opportunities; How to comment; Link to Website and FB. Survey.
Surveys	November - June	Key Messages;
Media Releases	September - June	Key Messages; Engagement Opportunities; How to comment; Link to Website and FB. Survey.
Rates Inserts – Postcards with survey - Postage Paid for return to Council	End October 2021	Key Messages; Engagement Opportunities; How to comment; Link to Website and FB. Survey.

## STAGE TWO | February 2022 - June 2022

Consult and seek feedback on the future priorities and strategies to be identified and captured in the DRAFT Community Strategic Plan 2022-2032 via the following channels: -

### FOR THE PUBLIC EXHIBITION PERIOD OF THE DRAFT 22-33 COMMUNITY STRATEGIC PLAN

Engagement Tool and Target Audience	Timing	Purpose and Key Messages
Councillor Workshop	15 March 2022	Provide opportunity for elected Councillors to review draft CSP, provide feedback during workshop.
Council Meeting	29 March 2022	Approve draft CSP for public exhibition.

*The draft CSP will be on public exhibition from 29 March 2022 to 26 April 2022.*

*Submissions may be made via:*

- an online submission form ([www.cqrc.nsw.gov.au](http://www.cqrc.nsw.gov.au))
- email: [mail@cqrc.nsw.gov.au](mailto:mail@cqrc.nsw.gov.au)
- letter: General Manager, PO Box 420, Cootamundra NSW 2590

*During the exhibition period, communication strategies include:*

Media Release	29 March 2022	Congratulate and thank community for participation and engagement rates Notification that draft CSP is on public exhibition and invite feedback and comment. Notification of opportunities to review. Feedback options provided.
Email to Community Listening Session registrants	29 March 2022	Congratulate and thank community for participation and engagement rates Notification that draft CSP is on public exhibition and invite feedback and comment. Notification of opportunities to review. Feedback options provided.
Digital Community Panel notification	29 March 2022	Congratulate and thank community for participation and engagement rates Notification that draft CSP is on public exhibition and invite feedback and comment. Notification of opportunities to review. Feedback options provided.
Council staff notification via email and payslips	29 March 2022	Congratulate and thank staff for participation and engagement rates Notification that draft CSP is on public exhibition and invite feedback and comment. Notification of opportunities to review. Feedback options provided.
Correspondence to s.355 Committees and other partners	29 March 2022	Notification that draft CSP is on public exhibition and invite feedback and comment. Notification of opportunities to review. Feedback options provided.



Correspondence to State and National Parliamentary Representatives	29 March 2022	Notification that draft CSP is on public exhibition and invite feedback and comment. Notification of opportunities to review. Feedback options provided.
Website and social media information and response to online submissions	29 March 2022 to 26 April 2022. (Exhibition period of 28 days)	Congratulate and thank community for participation and engagement rates Notification that draft CSP is on public exhibition (link on Home Page). Detailed information, including draft plan to be made available on website for download. Feedback options provided. Regular information feeds regarding the proposal and opportunities for community feedback. Opportunity for lodgement of online comments and submissions regarding the draft CSP.
Exhibition of draft CSP at Council Administration Offices and Libraries	29 March 2022 to 26 April 2022. (Exhibition period of 28 days)	Hardcopy of draft plan available for review. Feedback options provided.
Advertising – Gundagai Independent and Cootamundra Times, ‘Snippets’	7/21 April 2022 8/22 April 2022	Raising community awareness through key information points. Notification of where draft CSP can be located. Feedback options provided.
Community Newsletter	4 April 2022	Raising community awareness through key information points. Notification of where draft CSP can be located. Feedback options provided.
Council Meeting	26 April 2022 or 31 May 2022	Report to Council with submissions. Council endorse CSP (dependent on review of community feedback).

## SUCCESS INDICATORS

A range of qualitative and quantitative measures will be used to assess the success of the community engagement process.

This will include:

- Number of people attending face-to-face sessions
- Number of visitors to website page
- Contribution’s people make to at workshops, meetings, and on-line forums
- Formal submissions received
- Media coverage
- Number of questionnaires responded to
- Adoption of the plan by Council

## LEARNING AND REPORTING

The result of engagement activities will be compiled in report format and provided to Council, as well as placed on Council’s website. The results of this feedback will also contribute to the development of Council’s overall community engagement process, and tools used to engage with our community.