

Integrated Community Engagement Framework Update – End of year report

Tuesday, 17 September 2024
City Finance and Governance Committee

Strategic Alignment - Our Corporation

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Public

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EXECUTIVE SUMMARY

On 26 September 2023 Council endorsed the Integrated Community Engagement Framework (the Framework). Administration has been providing regular updates to Council on how this framework has been implemented since its endorsement.

The purpose of this report is to provide an update on the progress of the Framework and recap the activities undertaken between July 2023 and June 2024. This period included the transition to the new community engagement platform and identity, 'Our Adelaide'.

This report provides an update on next steps in relation to the Community Consultation Policy and outlines how Administration will provide future updates on the progress of the Integrated Community Engagement Framework.

This report will be the last in this format to update Council members on the progress of the Framework and other key community engagement activities. Future updates to Council members on this matter will be via regular E-News articles.

RECOMMENDATION

The following recommendation will be presented to Council on 24 September 2024 for consideration

THAT THE CITY FINANCE AND GOVERNANCE COMMITTEE RECOMMENDS TO COUNCIL
THAT COUNCIL

1. Notes the update on the progress of the Integrated Community Engagement Framework, and the activities undertaken between July 2023 to June 2024.
 2. Notes that further updates on the progress of the Integrated Community Engagement Framework will be provided quarterly to Council Members via E-News.
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IMPLICATIONS AND FINANCIALS

City of Adelaide 2024-2028 Strategic Plan	Strategic Alignment – Our Corporation
Policy	Council's Community Consultation Policy is relevant to the consideration of information within this report (Link 4).
Consultation	There is no consultation required as a result of the decision of this report, however, the report contains information about consultation activities that are occurring, or will occur as a result of Council considering other decision-making reports.
Resource	Activities outlined in this report will be conducted using existing resources or approved budgets. There are no additional resources required as a result of this report.
Risk / Legal / Legislative	There are no additional risks identified as a result of this report.
Opportunities	Not as a result of this report.
23/24 Budget Allocation	There is no additional budget required as a result of this report.
Proposed 24/25 Budget Allocation	There is no additional budget required as a result of this report.
Life of Project, Service, Initiative or (Expectancy of) Asset	Not as a result of this report.
23/24 Budget Reconsideration (if applicable)	Not as a result of this report.
Ongoing Costs (eg maintenance cost)	Not as a result of this report.
Other Funding Sources	Not as a result of this report.

DISCUSSION

Background

1. In April 2023, a workshop was undertaken with Council Members to enable Council to shape how they wish to see the City of Adelaide consult and engage with the community.
2. A summary of the feedback was included in the Integrated Strategic Community Engagement report to the City Finance and Governance Committee meeting on 19 September 2023 and an Integrated Community Engagement Framework (the Framework) was proposed. The framework was endorsed by Council on 26 September 2023 ([Link 1](#)).
3. At the 21 November 2023 ([Link 2](#)) and the 16 April 2024 ([Link 3](#)) meetings of the City Finance and Governance Committee, an update was provided on the progress on the Framework for noting.
4. On 1 July 2024, the City of Adelaide went 'live' with the new community engagement platform 'Our Adelaide'. This is the first time in 13 years that the City of Adelaide has changed to a different community engagement platform provider. The new branding is aligned to the City of Adelaide Strategic Plan 2024-2028 vision 'Our Adelaide. Bold. Aspirational. Innovative.'

Update on the progress of the Framework

5. The Framework has a focus on three key strategic projects; Strategic Plan 2024-2028, City Plan - Adelaide 2036, and Integrated Transport Strategy. Further details on these key activities are available below.
6. Consistent with the Integrated Community Engagement Framework, Administration continues to share insights from these projects across the organisation to help inform future projects.

Strategic Plan 2024 - 2028

7. Since adoption of the Strategic Plan, administration has provided a range of updates to help staff, Council Members and our community understand our vision and how we are delivering against the actions and measures. This has included:
 - 7.1. An update to Council reporting templates for internal use
 - 7.2. The development of a range of internal branding resources
 - 7.3. An update to our public website
 - 7.4. A "one page" summary version of the Strategic Plan
 - 7.5. Translating the summary version into Mandarin
 - 7.6. Development of an 'easy read/access' version
 - 7.7. Integration of the Strategic Plan into newly adopted Strategies and Plans - including Asset Management Plans, Integrated Climate Strategy, Housing Strategy, City Plan and draft Economic Development Strategy

City Plan – Adelaide 2036

8. The City Plan was developed with extensive stakeholder and community engagement through a 2 week City Plan Studio and focus in September 2023, the pin drop survey and focus groups in March and April 2024 and the open consultation from June to July 2024. These engagements resulted in:
 - 8.1. 5661 'aware' participants
 - 8.2. 666 'engaged' visitors who contributed feedback to one of the processes.
9. In particular, the open consultation that ran from 18 June to 16 July 2024 was an opportunity for community members and stakeholders from previous City Plan engagements to provide feedback via an online survey or via email. This engagement resulted in:
 - 9.1. 51 members providing feedback on the draft City Plan – Adelaide 2036.
 - 9.2. 4,411 members viewed the draft City Plan engagement webpage,
 - 9.3. 926 downloads of the draft City Plan summary, and 768 downloads of the draft City Plan report.
10. Key themes that arose from the consultation included:
 - 10.1. Positive support for the draft City Plan – Adelaide 2036
 - 10.2. Overwhelming support for the proposed priorities and strategies

- 10.3. Strengthening of the Local Area Framework to include references to local and state heritage places, role of mainstreets and precincts, role of students and visitors, role of small businesses, and the night-time economy.
11. There was also significant commentary related to the Integrated Transport Strategy. Feedback was also received in relation to the details around the data and indices used in the City Plan, alignment of population target with Australian Bureau of Statistics projections and conservation of the Adelaide Park Lands.

Integrated Transport Strategy

12. The Integrated Transport Strategy will provide evidence-based strategic direction for transport networks and systems in the city. It will facilitate effective decision-making and ongoing action and evaluation to drive change and provide clear information about transport policies and desired street and transport network outcomes.
- 12.1. There will be two phases of community engagement. The first focuses on the strategy framework and discussion papers to set out the development of the strategy, baseline information, and issues and opportunities. It will test best practice examples and key strategic moves to build confidence and buy in on the Strategy.
- 12.2. The second phase focuses on the draft strategy, including draft transport network maps, outlining how streets will change to achieve the desired place and movement outcomes for people, and will include an implementation plan.
- 12.3. The first stage of work is underway with internal and external stakeholder engagement.

Community Engagement Platform

13. The previous 'Your Say Adelaide' community engagement platform hosted over 590 projects since 2011. Feedback from the April 2023 workshop with Council Members highlighted concerns regarding brand confusion and the effectiveness of the 'Your Say' platform.
14. An opportunity to renew our community engagement platform arose with the expiration of the 'Your Say' (Granicus platform) contract on 1 July 2024.
15. Following a competitive tender process, 'Social Pinpoint' was selected as the City of Adelaide's new engagement platform for its extended functionality and alignment with organisational objectives.
16. To align with the vision in the City of Adelaide Strategic Plan 2024-2028, 'Our Adelaide. Bold. Aspirational. Innovative.', a new name and identity 'Our Adelaide' has been introduced as part of the new platform. The purpose of this branding is to refresh our community engagement communications and assist in developing stronger connections with our community. The refreshed branding demonstrates Council's commitment to listening and elevating the voices of our community by taking a bold new approach and ensuring accessibility and inclusiveness.
17. To further Council's 'place' approach, 'Our Adelaide' has specific webpages dedicated to North Adelaide, City South-East, City South-West, East End, and West End. Each neighbourhood presents an opportunity for the community to provide feedback at a time that is convenient for them and 'join the community' to maintain an ongoing dialogue. Insights gathered from these neighbourhood pages will be distributed throughout the organisation and will guide future projects.

Community Engagement Update

18. Between July 2023 and June 2024, there were 71 projects incorporating online engagement, 3 of which were research projects.
19. The projects with the top online engagements were:

Top Projects	Highest Performing Tool	No. of Contributions	Engaged	Informed	Aware
Resident survey	Survey	317	317	580	2065
Flinders Street Streetscape	Survey	260	260	682	1401
Adelaide Central Market Shopping Cart Feasibility Survey	Survey (business, customer, intercept)	248	248	646	947
Draft Victoria Park/ Pakapakanthi (Park 16) Master Plan	Survey	198	202	783	3093

Top Projects	Highest Performing Tool	No. of Contributions	Engaged	Informed	Aware
Hindley Street – Main Street Revitalisation	Quick poll	195	269	581	1228
Park Lands Community Buildings Policy	Quick poll	123	185	339	857
Gouger Street Revitalisation	Ideas	187	89	263	541

20. Over the year 2,348 participants were engaged (contributed), 33,249 were informed (took an action) and 84,010 were aware (visited a project page).
21. Since July 2023, there were 131,254 visits to the previous online engagement platform 'Your Say Adelaide' and 3,444 contributions resulting in an engagement rate of 2.6%. 1,316 (9.6%) new community members registered to join the online community engagement portal.

Community Events Update

22. The City of Adelaide is committed to taking a hybrid approach to community engagement, ensuring our community members are given opportunities to provide feedback in person and online.
23. The following provides an overview of the in-person activities undertaken between July 2023 and June 2024.

Event	Dates	Engagements
University of Adelaide Welcome Day	17 July 2023	200+
Strategic Plan	27 October 2023 to 20 November 2023	70+
University of Adelaide Welcome Day	19 February 2024	200+
Fringe Vibes on Hutt Street	2 March 2024	200+
Meander Market – Melbourne Street	27 April 2024	45+
Business Plan and Budget	6 April 2024 to 19 May 2024	70+

24. The numbers above are an indication of the number of community members who engaged with staff for the purposes of community consultation and are not reflective of the total number of attendees at the event.
25. Opportunities to provide in-person feedback were also available for the following projects – Disability, Access and Inclusion Plan, Draft Integrated Climate Strategy 2030, City Plan 2036, Business Plan and Budget 2024-25, draft Economic Development Strategy, draft Asset Management Plans, Place Activations /events.
26. Insights from these in-person activities have been shared across the organisation to help inform future projects.

Next steps / Related Legislative Amendments

27. Since the endorsement of the Integrated Community Engagement Framework in September 2023, Administration has provided two updates to Council on the progress of the integrated approach. This report will be the third and final report to Council via the City Finance and Governance Committee. Future updates to Council Members on community engagement activity will be provided via E-News articles.
28. The change in format is to ensure that Council Members are provided with more timely information on community engagement activities given the shorter lead times for E-News articles compared to formal Committee/Council reports.
29. The legislated Community Engagement Charter is being developed as part of the South Australian Office of Local Government's 'Local Government Participation and Elections Review'. Consultation on this concluded on 28 March 2024. At the time of writing, no updates have been received on the progress of the Charter.
30. The legislated final Community Engagement Charter will inform the work undertaken by the City of Adelaide in the community engagement space. Administration is committed to progressing a revised framework and consultation policy aligned to the endorsed Community Engagement Charter, once it becomes available.

31. With the launch of the new 'Our Adelaide' brand through the new community engagement platform, Administration will continue to undertake continuous improvement activities to ensure every member of our community can contribute to the conversation about our city's future.

DATA AND SUPPORTING INFORMATION

Link 1 – Integrated Community Engagement Framework

Link 2 – 21 November 2023 update

Link 3 – 16 April 2024 update

Link 4 – Community Consultation Policy

ATTACHMENTS

Nil

- END OF REPORT -