

Enabling Priorities

Community Engagement Review

18 April 2022



Workshop Purpose

This workshop seeks feedback from Members on desired changes in our approach to engaging and consulting with our community, to help shape the development of a revised Community Engagement Framework, Strategy and Policy.

Workshop Content

1. Roles and responsibilities

- Our legislative requirements and current strategic framework
- The IAP2 Public Participation Framework

2. Current state analysis

- The City of Adelaide context
- The 'Your Say' online platform
- Strengths & Opportunities

3. Council Case Studies

- Approaches to conducting community engagement in other Councils

4. Next Steps

- How we will engage Members during the process

Glossary

Policy: The purpose of the Community Consultation Policy is to ensure we meet our legislative requirements, outline our approach and commitment to community engagement and provide a high level guide.

Engagement Framework: The City of Adelaide's Community Engagement Framework is a guide for engaging with the community and provides a structured approach to engaging with the community, with the aim of creating opportunities for dialogue, collaboration, and co-design, whilst being transparent and inclusive.

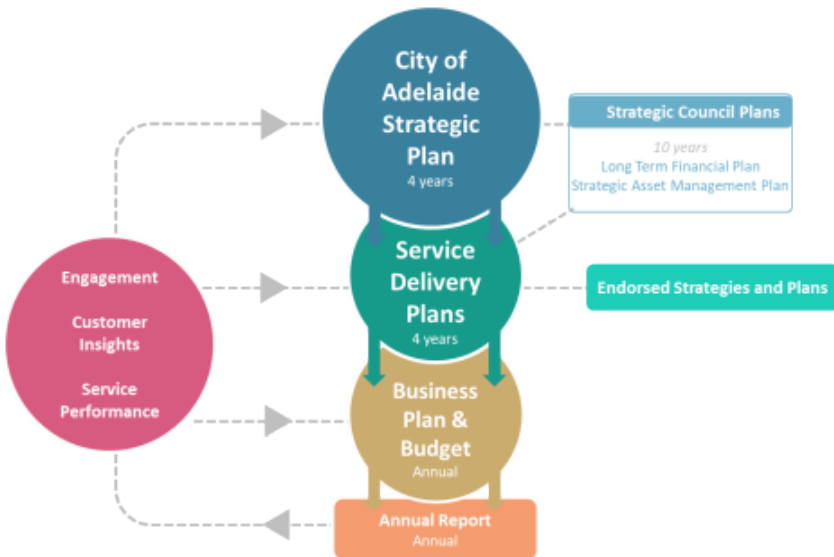
Community Engagement Strategy: The Strategy aims to provide a best practice approach in all community engagement activities. The Engagement Strategy ensures both stakeholders and the community have the opportunity to provide feedback and inform the decisions made by Council.

Key Question

What changes
would Members like
to see in the way
CoA conducts
community
engagement?

Roles and Responsibilities

Our legislative requirements and current strategic framework



The Local Government Act 1999 sets out the requirement for Councils to have a public consultation policy (section 50).

50(2) A public consultation policy—

- (a) must set out steps that the council will follow in cases where this Act requires that a council must follow its public consultation policy; and
- (b) may set out steps that the council will follow in other cases involving council decision-making.

Consultation is an essential part of Council's Strategic Management Framework. The reform of the Local Government Act 1999 requires the development of a standard Community Engagement Charter for Councils (which the City of Adelaide will adhere to once the Charter is gazetted).

There are many other relevant legislative requirements, including (but not limited to):

- City of Adelaide Act 1998 (SA)
- Adelaide Park Lands Act 2005 (SA)
- Disability Discrimination Act 1992 (SA)
- Freedom of Information Act 1991 (SA)
- Public Interest Disclosure Act 2018 (SA)
- Road Traffic Act 1961 (SA)
- Planning, Development and Infrastructure Act 2016 (SA)

Roles and Responsibilities

The IAP2 framework for guiding best practice community engagement

The IAP2 Public Participation Spectrum from the International Association of Public Participation (IAP2) is intended to help with decisions on the level of involvement that establishes the public's role in any community engagement program.

The IAP2 framework underpins our current policy, platform and approach.

	Goal	The approach for Councils	Community Role
Inform	One way communication to provide balanced objective information to assist understanding about something that is going to happen or has already happened	We will share information about a decision or direction	Listen
Consult	Two way communications designed to obtain feedback on ideas, alternatives and proposals to inform our decision making	We will explore options, gain feedback and an understanding of your concerns and preferences	Contribute
Involve	Participatory process designed to help identify issues and views to ensure that concerns and aspirations are understood and considered prior to our decision making	We will involve you in the process so your ideas, concerns and aspirations are reflected in the alternatives developed or the final decisions	Participate
Collaborate	Working together to develop an understanding of all issues and interests to work out alternatives and identify preferred solutions for joint decision making	We will collaborate with you so your advice, innovation and recommendations are included in the final decision that we make together	Partner
Empower	To place final decision making in the hands of the community	We will implement what you decide	Decide

Current state analysis

The City of Adelaide context



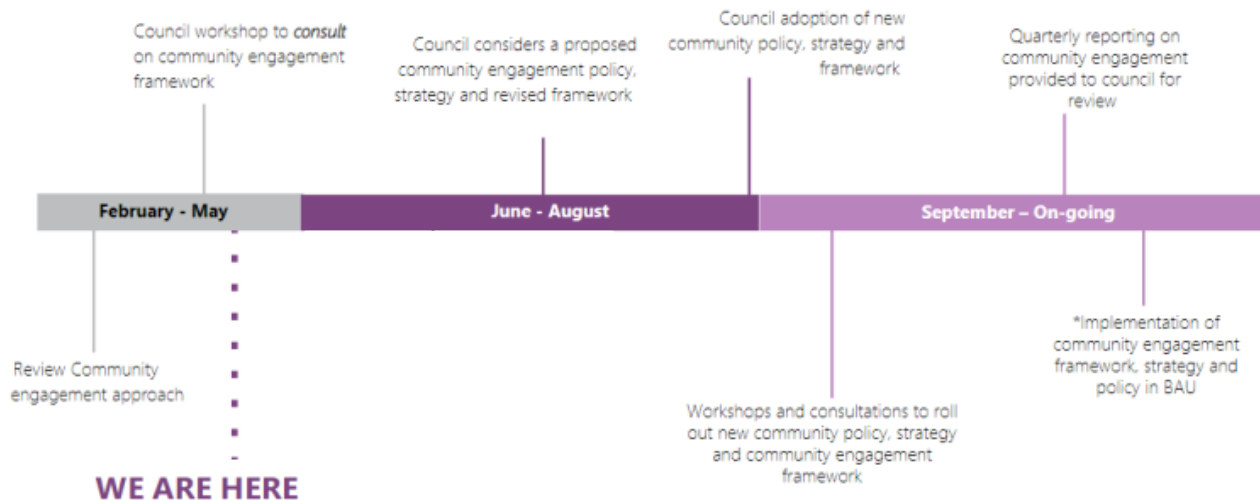
Reviewing our Approach

Council's Community Consultation policy was adopted in 2019, with the strategy established in 2017.

A holistic review is now underway, encompassing the development of a revised community consultation and engagement framework, strategy, policy and practice that meets the intent of Council and the community.

Council will be engaged at multiple stages during this process, however preliminary feedback is sought through this workshop to guide the early stages of work.

Timeframes



Current state analysis

The City of Adelaide context

Council's Policy

The City of Adelaide Community Consultation Policy outlines the communication and consultation requirements under Section 50 of the Local Government Act 1999 (SA) (the Act). In addition to legislative requirements, the Community Engagement Policy outlines Council's expectations and commitment to ensure consistent, meaningful and effective consultation is achieved.

Current Policy Statement

When engaging the community in a decision-making process (of which legislated public consultation is a part) Council will:

- seek out and encourage contributions from people who may be affected by or interested in a decision
- provide relevant, timely and balanced information so people can contribute in a meaningful way
- provide a variety of appropriate and accessible ways for people to have their say and to speak honestly
- actively listen so that people's ideas and input assist in making the final decision
- consider the needs and interests of all people in the decision-making process
- tell the community about the final decision, and how their input was considered
- collaborate with peak bodies and other levels of Government to achieve common goals for Council.



Current state analysis

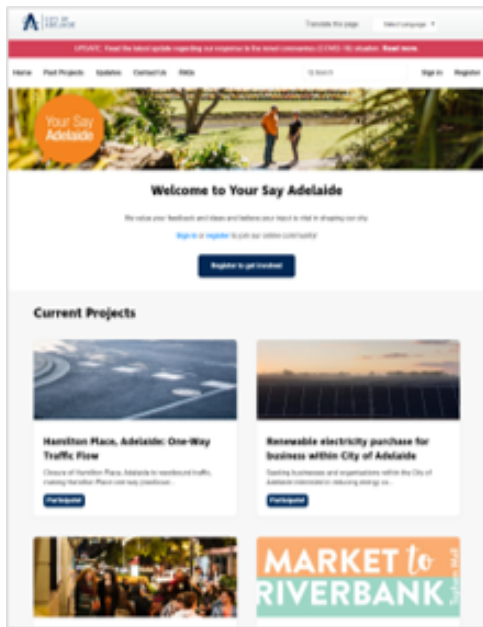
The City of Adelaide context

Recent Engagement Activities & Volume

In 2021 – 2022 CoA conducted 55 engagement activities (over one per week) through our Your Say platform, 17 face-to-face engagements and had approximately 3,000 people participate online.

We have multiple engagement options for connecting with, and gaining feedback from, our community.

Engaged participants through Your Say and regular surveys:



YourSay Adelaide

- In 2021 – 22:
- Engaged on 55 different projects,
 - 30 legislated and 25 non-legislated
 - Just under **3,000 people** participating online

3,000

Resident Survey

- In 2022:
- More than 1,400 residents** completed the online survey
 - Covered topics from wellbeing to main streets, Park Lands, and actions taken at home to be 'greener'

1,400

Business Insights Survey

- In 2021:
- For business owners and operators
 - 245 responses**, mostly from small and micro businesses and those in the retail and hospitality industries

245

City User Profile Survey

- In 2022:
- 2,000 people** are approached on the streets and in the Park Lands and asked why and how often they come to the city
 - Survey was undertaken by McGregor Tan Research on behalf of the City of Adelaide

2,000

Current state analysis

Your Say – Council’s current online platform

Since 2011, City of Adelaide has utilised **Your Say**, an online engagement platform that is powered by Bang The Table.

Over 90 councils are currently branded as Your Say, with 54 using Bang the Table, the same online engagement platform provider as the City of Adelaide.



In addition to the City of Adelaide, 5 other capital states use bang the table for their online engagement and three are branded as Your Say.



The City of Melbourne and the ACT Government use THE HIVE as their online engagement provider.



The City of Sydney does not use an external provider to support their online engagement activities. They have integrated their community engagement projects into their main website and not as a stand alone solution.

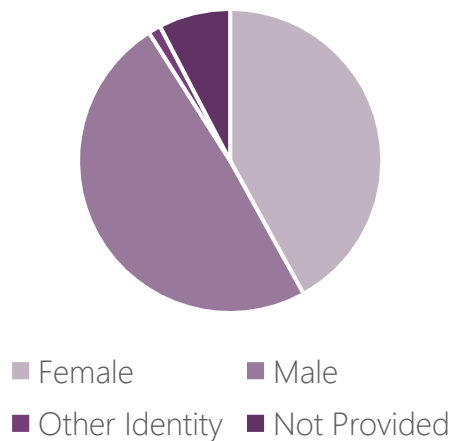


Current state analysis

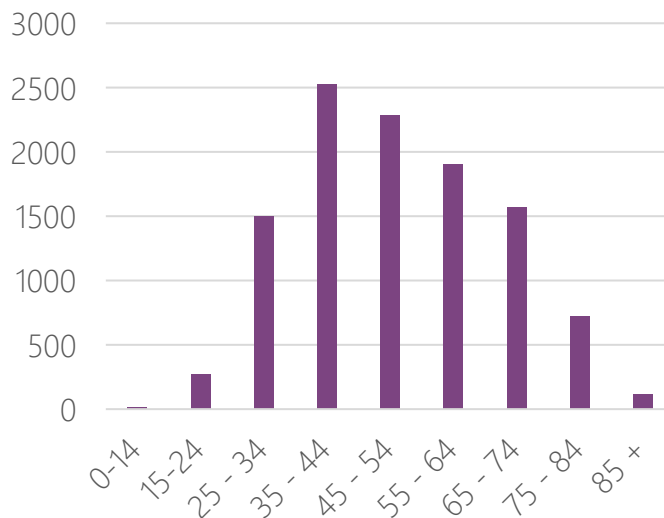
Your Say – Council’s current online platform

Councils Your Say platform reflects the principles of Council’s policy and IAP2 Public Participation Spectrum. There are currently over 12,000 active participants registered on City of Adelaide’s Your Say engagement platform, who have made over 16,000 contributions.

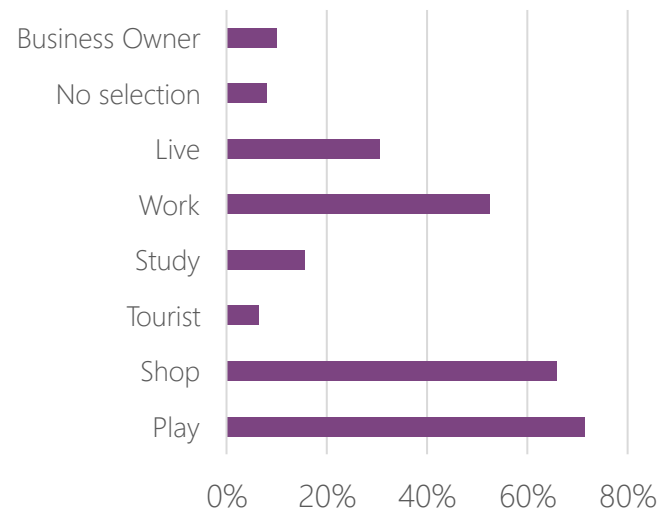
Gender



Age Range



Participation in city life



**Participants of Your Say can select more than one response to how they can participate in city life.*

Current state analysis

Assessment of our current approach

CoA's engagement model is project-based, with varied tools, messages, timeframes and reporting. This can result in duplication of effort and confusion from the community, along with limited visibility on how often we approach our community or their preferences.

Future considerations:

Continue to foster..

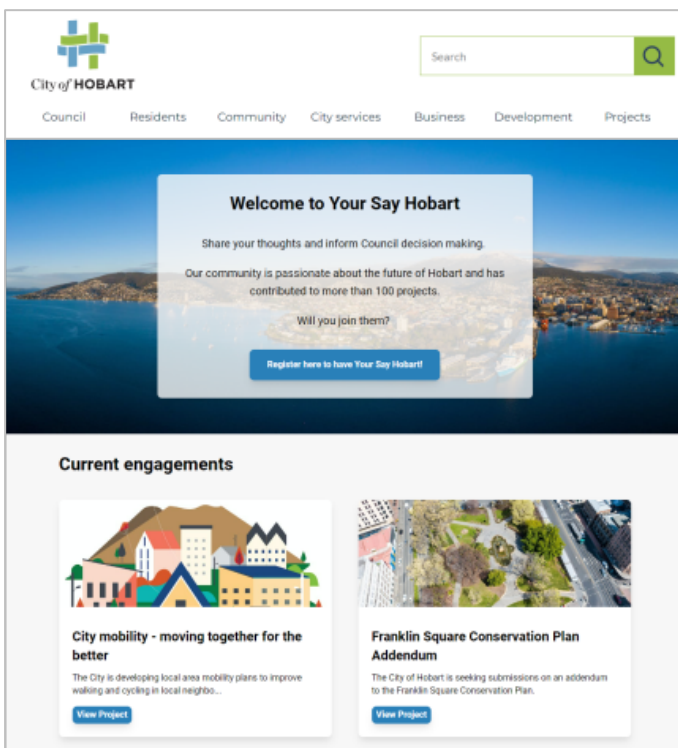
- A clear principle-based policy underpinned by the IAP2 Public Participation Spectrum
- A consultation and engagement experience that involves our community in decision making
- Strong community partnerships with local organisations, community groups, and businesses
- A large database of community members

Focus on opportunities that...

- Streamline engagement efforts to create process efficiencies and maximise the return on the valuable time our community dedicates to participating/engaging with us
- Close the loop to ensure our community are aware how their feedback has informed outcomes
- Increase the volume of participation in consultation and engagement activities
- Utilise emerging methods and technologies to reach diverse and broader ranges of community members
- Create longer term relationships and partnerships with the community about outcomes and themes rather than transactional engagement activities
- Leverage existing customer feedback, data and research to inform decision making

Council Case Studies

How other councils are conducting community engagement



The City of Hobart uses a range of tools and methods to inform and bring the community and stakeholders into decision-making and the delivery of services: Your Say Hobart; Local community conversations, stakeholder meetings, workshops, round tables; Advisory and Reference Groups; Listening Posts, social media; Relationship management system and customer requests system; Door Knocking; Elector Polls; Placemaking.

City of Hobart utilises a CRM (customer relationship management) to determine who should be involved and to have an understanding of who should be involved. It also partners with leading organisations to further the needs if the community.

Example:

A Relationship Management System records interactions with community members, particularly those who become stakeholders in a project, to communicate with them more consistently and determine who is impacted by the project and should be involved.

Example:

CityTalks is a partnership between the City of Hobart and the University of Tasmania. The public events focus on a topic relevant to the environment and feature community leaders, international and national keynote speakers.

Example:

THE20: The City of Hobart interviewed 214 people who live, work and play in Hobart to define their vision followed by community members and business people attending a forum and workshops that helped shape the strategic plan.

Council Case Studies

How other councils are conducting community engagement



The City of Unley engages with the community on different issues in different ways and is using a new process to ensure our community's voice is heard in decision making. 'Shaping Unley' brings the community in as partners in the policy development process. It is a comprehensive engagement process that council may use for exploring complex and polarising policy issues facing our community (e.g. the redevelopment of Unley Oval). A Shaping Unley process will involve community from the beginning - stepping through the problems, opportunities, and possible solutions in a collaborative way.

Shaping Unley provides the whole community with the opportunity to be involved in decision making. It invests in large scale community engagement activities that require budget, planning, resources and external consultants.



Council Case Studies

How other councils are conducting community engagement

The City of Melbourne has three key ways for community to join the conversation:

Melbourne Conversations

Bringing experts, leaders and community members together to discuss issues and topics of interest to all Melbourne community members.



Melbourne Knowledge week

Brings the community together to share ideas, challenge assumptions and spark new ways of thinking. Held annually the program includes, performance, workshops and interactive exhibitions.



Neighbourhood Portals

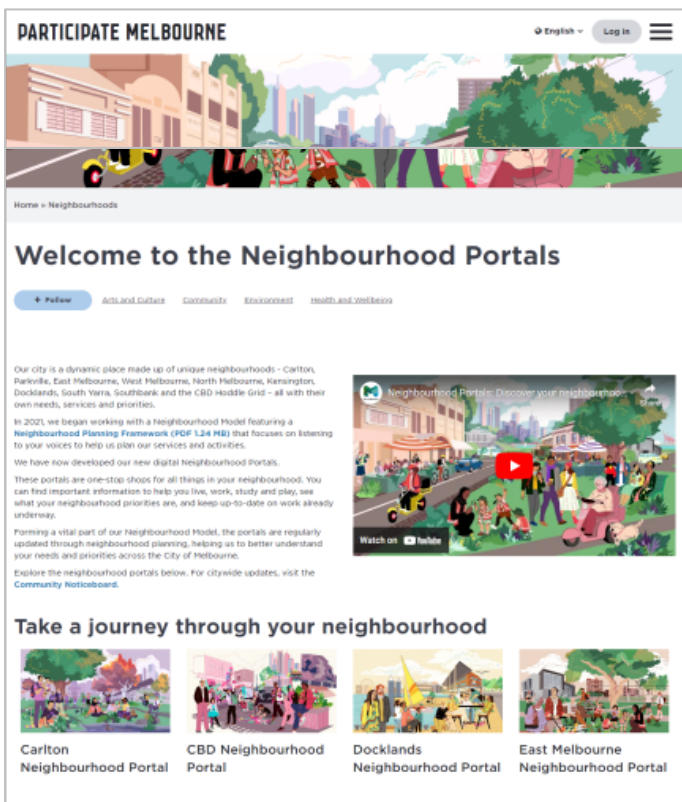
A Neighbourhood Planning Framework, dividing the city into unique Neighbourhoods, each provided with a digital one stop shop with tailored information.



Council Case Studies

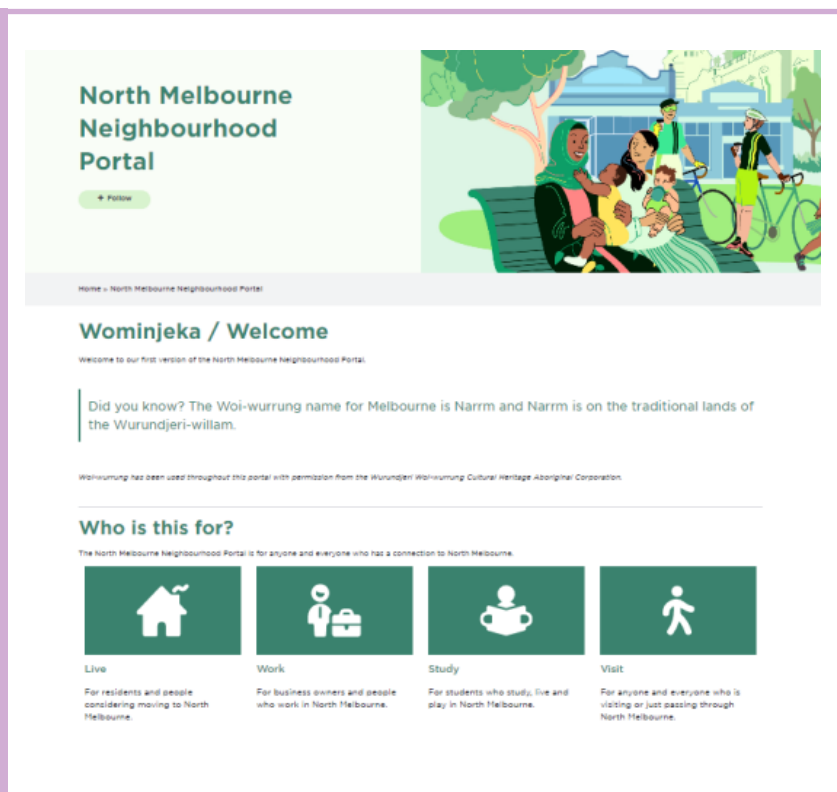
How other councils are conducting community engagement

The City of Melbourne uses 'neighbourhood portals' as one-stop shops for all things in the neighbourhood. You can find important information to help you live, work, study and play, see what your neighbourhood priorities are, and keep up-to-date on work already underway in Melbourne. Forming a vital part of our Neighbourhood Model, the portals are regularly updated through neighbourhood planning, helping the council to better understand needs and priorities across the City of Melbourne.



Neighbourhood portals provide a one stop shop for residents, businesses, students and visitors and information and resources that are specific to their needs.

More detail on this initiative is provided on the following slide.



Workshop Question

Key Question

What changes would Members like to see in the way CoA conducts community engagement?

Next Steps

- Seek Member feedback during today's workshop
- Present a revised Policy to Council for consideration in mid-2023
- Implement changes to our community engagement practice based on the new Policy
- Continue to monitor for the gazettal of a new Consultation Charter under the Local Government Act 1999