

Asset Planning and Funding

Community Engagement Plan

PROJECT TITLE:	Asset Planning and Funding (<i>Title of the campaign we take to the Community will need to be discussed: Waverly 2010 program was packaged as "Service Plus"</i>)
Position:	Corporate Planning Co-ordinator
Department:	Corporate
Other staff or parties involved in this project that need to be notified (e.g., Media & Marketing, Information Resources, Customer Services)	<ul style="list-style-type: none"> • Infrastructure Services • Media and Marketing • Finance • Information Resources • Customer Services • Community Services
What are the objectives of this project?	<ul style="list-style-type: none"> ▪ To educate community on asset provision and service delivery and our current position ▪ To, in consultation with community, determine levels of service on community assets ▪ To enable ongoing consultation around the implementation of the Community Strategic Plan ▪ To identify our future asset needs and gaps ▪ To identify funding options for the maintenance, renewal, upgrade of existing assets and creation of new assets
Identify the key issues involved:	<ul style="list-style-type: none"> ▪ Determining levels of service and community expectations v need ▪ What we can afford to provide and where we get the money from ▪ Considerations: <ul style="list-style-type: none"> ○ Broad range of stakeholders to be engaged ○ Resources need to be allocated to engagement process (budget/staff) ○ Timeframe for IPART applications if approved (consultation must be concluded by early November 2013 to meet deadlines)
Is there a need to do community engagement for this project?	<p>Legislative <input type="checkbox"/></p> <p>Best Practice <input checked="" type="checkbox"/></p> <p>Collaborate <input type="checkbox"/></p>

<p>Who are the key stakeholders?</p> <p>Which community members/groups could be affected by these issues?</p>	<ul style="list-style-type: none"> ▪ Community – all rate payers ▪ Organisations & service users including – sporting groups, open space groups and volunteers, Progress Associations, venue hirers, Advisory Groups, WEPA, Access Committee, online panel and recruited community members, visitors to the area e.g. shoppers
<p>What level of engagement will be taking place?</p>	<div style="display: flex; align-items: center;"> <div style="margin-right: 10px;"> <p>Inform</p> <p>Consult</p> <p>Involve</p> <p>Collaborate</p> <p>Empower</p> </div> <div style="display: flex; flex-direction: column; align-items: center;"> <div style="width: 10px; height: 100px; background-color: #800000; margin-bottom: 2px;"></div> <input checked="" style="margin-bottom: 2px;" type="checkbox"/> <input checked="" style="margin-bottom: 2px;" type="checkbox"/> <input checked="" style="margin-bottom: 2px;" type="checkbox"/> <input type="checkbox"/> </div> </div>
<p>What information are we going to convey?</p>	<ul style="list-style-type: none"> • Our need to prepare an asset strategy for the next 10 to 15 years that links community aspirations articulated through this process and the Willoughby City Strategy/Asset Plans/Recreation Plan/LTFP and current asset planning models • Community has an input into the LTFP and determination of future priorities and how these activities will be funded • Extent of service delivery provided by Council through our assets (current) • Extent of service delivery provided by Council through our assets (future predictions) • How we fund our assets and service delivery • Condition of existing assets and where the short falls are • Future asset projects • Where we see our priorities over the next 10 to 15 years • What our funding options are • What steps Council will take to address the issues

**Which engagement methods
are we going to use?**

Tick one or more boxes

Informing through advertising and publications

Media Release

☒

Willoughby City News

☒

eNewsletters

☒

Advertisement in Metropolitan Paper

☐

Advertisement in Local Paper

☒

Advertisement in Progress Association Newsletter

☒

Council Rates Notice Insert

☒

Flyers

☒

Letterbox Drop

☐

Fact Sheet

☒

Promotional Material

☒

Advertisement on Facebook

☒

Displays

Stalls at Council and Community Events

☒

Public Exhibition Community Signs and
Noticeboards

☒

Display on Digital Advertising Screens

☐

Display in Council Foyer

☐

Posters

☒

Outdoor Banners

☐

Talks, Meetings and Forums

Steering Committee of Community Members
Meet with Community Committees

☒

Public Meeting, Forum, Focus Group or Workshop

☒

Community Conference

☒

Talks at Progress Association Meetings, and
Events

☒

Attend Existing Meetings

☒

**Which engagement methods
are we going to use?**

Tick one or more boxes

** Council will develop a Social Media Policy to assist the use of some online tools. In the meantime all use of social media should be approved by Corporate Services prior to engagement. For further information call 1021*

Direct and Face to Face Engagement

Face to Face Interview

☒

Telephone Call

☒

Consultations

☒

Letter

☒

	<table> <tr> <td colspan="2">Online Tools</td></tr> <tr> <td>Council Website</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>Email</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>e.Newsletter</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>Facebook*</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>Twitter*</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>You Tube*</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>Online Survey</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>Online Forum</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td colspan="2">Other</td></tr> <tr> <td>Recorded Phone Message</td><td><input type="checkbox"/></td></tr> <tr> <td>Suggestion Boxes on Sites</td><td><input type="checkbox"/></td></tr> <tr> <td>Community Profiling</td><td><input type="checkbox"/></td></tr> <tr> <td>Other TBA</td><td><input type="checkbox"/></td></tr> <tr> <td colspan="2">Internal Communication</td></tr> <tr> <td>General Manager's Update</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>Council Intranet</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>Personal Briefing</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>Email</td><td><input checked="" type="checkbox"/></td></tr> <tr> <td>Staff Meetings</td><td><input checked="" type="checkbox"/></td></tr> </table>	Online Tools		Council Website	<input checked="" type="checkbox"/>	Email	<input checked="" type="checkbox"/>	e.Newsletter	<input checked="" type="checkbox"/>	Facebook*	<input checked="" type="checkbox"/>	Twitter*	<input checked="" type="checkbox"/>	You Tube*	<input checked="" type="checkbox"/>	Online Survey	<input checked="" type="checkbox"/>	Online Forum	<input checked="" type="checkbox"/>	Other		Recorded Phone Message	<input type="checkbox"/>	Suggestion Boxes on Sites	<input type="checkbox"/>	Community Profiling	<input type="checkbox"/>	Other TBA	<input type="checkbox"/>	Internal Communication		General Manager's Update	<input checked="" type="checkbox"/>	Council Intranet	<input checked="" type="checkbox"/>	Personal Briefing	<input checked="" type="checkbox"/>	Email	<input checked="" type="checkbox"/>	Staff Meetings	<input checked="" type="checkbox"/>
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<p>Access Plan:</p> <p>How do we ensure that all stakeholders have access to engagement?</p>	<ul style="list-style-type: none"> • Information will be provided in community languages (extent of translation provided will be decided as the program rolls out) • Information and feedback options provided in hard copy and online • Officers will take the conversation out to organisations throughout the process • Public information sessions will be offered at various times and venues • Child care will be considered depending on demand <p>Consider time, venue, parking, public transport, childcare, language barriers and any other relevant access issues.</p>																																								
<p>Proposed date of commencement</p>	<p>March 2012</p>																																								
<p>Proposed date of completion</p>	<p>November 2013 (Report findings to Council)</p>																																								

	January 2014 (<i>Lodge application to IPART if approved</i>)		
What Now?	Manager's Approval	Complete CE Checklist	Fill out CE Evaluation on completion
	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Community Engagement Draft Timeline*

**Dates are yet TBC. The timeline needs to be discussed by the Asset group following the Councillor workshop.*

STAGE 1: PLANNING			
Activity	When	Objective	
Scope Asset Engagement Program	Completed	Produce draft program	
Prepare brief for Community Satisfaction Survey	Completed	To finalise brief, in consultation with staff, for EOI.	
Councillor Asset Workshop	Completed	Discuss service levels and financing options. Present draft community engagement program	
Finalise draft asset Engagement program with staff	Completed	Staff to agree to timeframes and lock into work plans. Possibly draft report to Council outlining program. (Depends on outcome of workshop)	
STAGE 2: EDUCATION PROGRAM (Information Out) September 2012			
Activity	When	Objective	
Media Releases and Info Out (NST, web, WCN)	October	Start education campaign (what do we mean by assets and levels of service; ongoing consultation program beginning)	
Fact sheets/Brochure	October	Promote the services we currently provide. Identify our objectives & how the community can get involved.	
Community presentations (first round)	October	To share message with community groups about where we are presently, where we would like to be & how we can get there (what are the options?)	

STAGE 3: FIRST ROUND CONSULTATION (Broad community feedback required; identifying priorities & case building) Begins February 2013 (TBC)			
Activity	When	Objective	
Media releases	February	To promote the consultation process	
Budget Allocator	March	To identify priorities	
Online survey	March	Ascertain satisfaction levels of community with current assets and levels of service	
Online panel	March	Ascertain satisfaction levels of community with current assets and levels of service	
Community Satisfaction Survey	Completed	Ascertain satisfaction levels of community with current assets and levels of service	
Community Information Sessions (x 2)	March/April	To identify priorities/levels of service	
Interim internal report	May	Prepare summary of online results	
Review results and prepare information for second round consultations	May	Present results and prepare information for Manex and Council approval (second round consultation)	
STAGE 4: SECOND ROUND CONSULTATION (Community input required: test first round results)			
Activity	When	Objective	
Community presentations (second round)	June	To present results so far and get feedback (test first round outcomes)	
Media releases	June	To promote results so far and opportunities to feedback	
Mail Out	June	Interim feedback and follow up with participants	
Online panel	July	To present results so far and get feedback (test first round outcomes)	
Councillor workshop	July	To present results so far and get feedback (test first round outcomes)	
Focus Groups	July	To present results so far and get feedback (test first round outcomes)	
Information to Ratepayers	August	Summary of results so far and opportunities to feedback – include in rates notices	
STAGE 5: THIRD ROUND CONSULTATION (Community feedback required: Confirm consultation outcomes & recommendations)			
Report to Council	September	Update on results of consultation & any recommendations stemming	
Media release	September	Feedback results & recommendations	
Website	September	Feedback results & recommendations	
Online panel	September	Feedback results & recommendations	

Mail out	September	Feedback results & recommendations to all groups engaged in person	
StreetFair	September	Promote results & recommendations at general info stall	
IPART meeting	October	To present argument for possible IPART application	
FINALISATION OF PROCESS (Decision by Council)			
Close consultation process	Cut off date of late October for formal submissions	Prepare consultation results	
Report to Manex	Early November 2013	Present results to Manex for approval	
Report to Council	November 2013	Present results & recommendations	
Application to IPART	January 2013	Pending approval by Council	

