



2013 Rates and Services Review Outputs from Project Steering Group Meeting 12 June 2013

Attended by

Cr Brian Robson, Mayor, City of Canterbury

Mr Jim Montague, General Manager, City of Canterbury

Mr Andy Sammut, Director Corporate Services, City of Canterbury

Ms Michelle Baldock, Board Member, Croydon Park Business Chamber

Ms Jacquie Cheetham, Manager, Canterbury Earlwood Caring Association

Mr Michael Fung, Board Member, Chinese Australia Society Services

Mr Nizar Hoblos, CEO, Lebanese Muslim Association

Ms Liz Messih, CEO, Canterbury City Community Centre

Mr David Coleman, Manager – Corporate and Economic Development, City of Canterbury

Mr Glenn McMahon, Group Manager Finance, City of Canterbury

Apologies

Ms Pauline Gallagher, Director, Riverwood Community Centre

Key discussion points

Characteristics of a good engagement process

- Be up-front about the decision that has to be made– say it like it is. Then be honest and transparent the whole way through the process.
- Explain not just what people will gain, but what they will lose as a consequence of not doing it.
- As part of the project, explore not just levels of service, but the type of community we want to live in. What sort of Canterbury do we want? Link the conversation to the future vision for the City. Also balance economic and social perspectives.
- Awareness is an important hurdle – we need effective ways to get the information out there; a media strategy to communicate the issues.
- In the Deliberative Working Group we need people who are interested in the outcome. We need to find ways to connect with those who might start out as being disinterested gain their interest. Face to face contact, speaking to people directly, is one of the best ways to do this. Also Avoid leading questions, first ask people to talk about themselves, and what is important to them, and then connect with those things.
- Consider the five p's of marketing – product – what are we 'selling'?, promotion – how do we get the information out?, price – what is the impact / benefit?, place – where will we put information, and people – what kind of people are impacted?
- Some people will not be comfortable in a meeting such as this one – how do we include these? We also need to represent the interests of children, but at this stage we are not sure how to do this.

Characteristics of the Deliberative Working Group

Diversity:

- Frail aged
- From different cultural backgrounds
- Home owners or mortgagees, and renters
- Property owners – residential and commercial, and perhaps property managers
- Parents and adults with no kids
- Newly arrived
- People who work locally and those who commute out of the City to work
- Geographical spread – from different suburbs across the City
- A mix of women and men
- Diversity of income
- Diversity of kinds of employment, unemployed
- People that use different services eg. pools, libraries, children’s services
- People that don’t have a barrow to push, independent, etc.

Summary of DWG characteristics:

<p>Users of council services:</p> <ul style="list-style-type: none"> • Roads / footpaths / bikepaths • Parks / gardens / sporting fields / bushland • Community facilities / libraries /childrens services / aquatic centres • Programs for children / youth / seniors / disability / CALD 	<p>Demographics:</p> <ul style="list-style-type: none"> • Age • Home owner / mortgagee / renter • Cultural background • Men and women • Income • Suburb / Ward • Work locally / work outside City / unemployed / business operator • Time living in City • Occupation
<p>Ratepayers:</p> <ul style="list-style-type: none"> • Residential property owner • Business property owner 	

Other considerations for the Deliberative working group

- Access – the meetings need to be where people can get to them. We may need to consider providing cab-vouchers, or perhaps even a community bus to collect and return participants.
- It might be worth considering an alternative venue to the Administration Centre.
- We should also consider a variety of times and days to allow people to attend – perhaps the best way is to consult the group about the optimum meeting time?
- If we want 25 consistent members, perhaps we should consider recruiting 30 in the first instance.
- We need to ask for commitment to a series of meetings up front, as part of the recruitment process.

Broader engagement

Ways to distribute information and gather feedback

- Email networks – eg. sporting clubs, volunteer associations, business networks
- Advertisements
- Ethnic press
- Face to face
- Social media
- Blogging website
- Information in libraries
- Community newsletters - local community centres, school newsletters, sporting club news, shopping centre posters
- Visits and presentations to existing community groups eg. parents and friends, chambers of commerce, and others that are conducted in council community centres
- Information in post-offices and banks, train stations, and local businesses
- Information at key events eg. information stall at Haldon Street
- Any gathering we can find eg. Harmony Day (this is past, but future events like it)
- Community forums around Canterbury
- Via council's advisory committees

Characteristics

- It needs to be a conversation – posters and information need to point to a way of obtaining information and also providing feedback.
- Use fact sheets, outlining things that might be of interest.
- Communications may be at a number of different levels.