

**9.4 COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY AND POLICY - OUTCOMES OF ADVERTISING & VINCENT COMMUNICATIONS PLAN**

- Attachments:**
1. **Community and Stakeholder Engagement Strategy**
  2. **Community and Stakeholder Engagement Policy**
  3. **Policy No. 4.1.5 - Community Consultation**
  4. **Summary of Submissions**
  5. **Verbatim Comments Received**
  6. **Community and Stakeholder Engagement Strategy - Marked up**
  7. **Community and Stakeholder Engagement Policy - Marked up**
  8. **Vincent Communications Plan 2021-2023**

**RECOMMENDATION:**

**That Council:**

1. **NOTES** the conclusion of the public notice period where 34 public submissions were received in relation to the **Community and Stakeholder Engagement Strategy and Community and Stakeholder Engagement Policy**;
2. **ADOPTS** the:
  - 2.1 **Community and Stakeholder Engagement Strategy, included as Attachment 1,**
  - 2.2 **Community and Stakeholder Engagement Policy, included as Attachment 2; in accordance with Schedule 2, Part 2 Clause 4 of the *Planning and Development (Local Planning Schemes) Regulations 2015*; and**
  - 2.3 **Vincent Communications Plan, included as Attachment 8; and**
3. **REPEALS** Policy No. 4.1.5 – **Community Consultation and associated Appendices 1 – 5, included as Attachment 3.**

**PURPOSE OF REPORT:**

To present the outcome of public consultation and seek adoption of the Community and Stakeholder Engagement Strategy, included as **Attachment 1**, the Community and Stakeholder Engagement Policy, included as **Attachment 2** and Vincent Communications Plan, included as **Attachment 8**. Due to this repeal of Policy No. 4.1.5 – Community Consultation (Consultation Policy) and associated Appendices 1 – 5, included as **Attachment 3**.

**BACKGROUND:**

The City of Vincent Strategic Community Plan 2018 – 2028 (SCP) has prioritised the need to create a connected community that is diverse, welcoming and engaged.

To achieve the SCP, two projects were included in the City's Corporate Business Plan 2020/21 – 2023/24 (CBP) which was adopted by Council at its Ordinary Meeting on 15 September 2020. A project to prepare a Community Engagement Framework was included at #10 within the CBP and a marketing and communications plan was included at #26. The Engagement Framework guides how the City engages with its residents and stakeholders. The Vincent Communication Plan (Plan) sets out how the City will keep residents informed of what we are doing and supports the delivery of the Engagement Framework.

At its 27 April 2021 Meeting, Council approved the public advertising of the Community and Stakeholder Engagement Strategy (Strategy) and the Community and Stakeholder Engagement Policy (Policy).

The public notice period commenced on 10 May 2021 and was due to conclude on 7 June 2021. The public notice period was extended until 25 June 2021 to provide additional time and opportunity for community members to provide their feedback.

Administration received 34 submissions. A summary of the submissions is included at **Attachment 4** and the verbatim comments with officer responses is included at **Attachment 5**.

## DETAILS:

### Outcomes of Advertising

A series of baseline questions were asked to understand how participants felt about previous community engagement practices. The results were varied and demonstrated the need for improvement in our community engagement activities.

The survey asked questions regarding the level of support for elements within the Strategy and Policy, as well as the overall support for these documents. The comments received were generally supportive. Negative comments generally identified concern based on previous experiences.

A key theme identified throughout the survey comments was the concern around the City's culture relating to community engagement practices, and the City's ability to implement the documents. To address this, the action items of the Strategy all seek to support its implementation, and a regular review of the documents are intended to measure if performance is improving and how to promote this improvement. This demonstrates the commitment to continuous improvement in the City's community engagement activities.

The survey responses and comments identified the need for several changes to the documents. A marked-up version of the Strategy and Policy to highlight these changes is included at **Attachment 6** and **7**, respectively. The changes are summarised as follows:

1. Action Item 4.3 of the Strategy has been modified to require an annual survey to track the community's satisfaction with the City's engagement activities. This will demonstrate the level of effectiveness and whether the community's perception of the City's culture around engagement has changed.
2. Review of Strategy and Policy, using 'writing in plain English' principles. These principles are also included in the draft Toolkit and draft Vincent Communications Plan.

As a result of this review, Guiding Principle 1 of the Strategy was amended and removed the term 'robust' as it is not viewed as being a simple or common word.

3. The Policy (**Attachment 2**) has been refined to be a high-level document that provides guidance on what the organisation is seeking to achieve. The process driven information is now included as appendices as follows:
  - Appendix 1 – How the City Engages
  - Appendix 2 – Statutory and Strategic Planning

The objectives were also modified to align with the intended outcomes of the Policy. The changes are intended to represent the City's commitment to improved community engagement outcomes from an internal and external perspective.

4. Appendix 2 now includes advertising requirements for statutory and strategic planning applications. The advertised policy included the statutory planning requirements only. This change was made to demonstrate transparency for all planning proposals. Other modifications made to this section are as follows:
  - Clarification that all adjoining and adjacent properties should be advertised to, where appropriate.
  - When an application within a design guideline area is received, advertising would only be required when the development does not satisfy the deemed-to-comply criteria.
  - Inclusion of notes 8 to 10 to provide additional guidance for the minimum advertising requirements specified.

Advertising requirements for statutory and strategic planning are determined by the *Planning and Development (Local Planning Schemes) Regulations 2015*. There is no ability to extend the minimum timeframes of statutory planning applications without the approval of the applicant, however the methods and extent of advertising can be adapted by the City. The timeframes, methods and extent of

advertising set for the strategic planning application types are minimums only and can be extended at the discretion of the City or the Department of Planning, Lands and Heritage.

5. Other minor changes included:

- The addition of 'Citizen's Panels' as a method of consultation within Section 6.3.2 of the Policy;
- Guiding Principle 'Meaningfully include the community in the decision making process' was relocated to position 2;
- Section 4 (iii) of Policy No. 4.1.5 - Community Consultation was included in the Policy under Section 7 'Authority to vary the extent of consultation'. This was simplified to reflect the parameters and tone of the Policy.

#### Vincent Communications Plan

To prepare the Vincent Communications Plan, focus group sessions were held with staff and Elected Members to identify what was working well and where there is room for improvement.

The Plan was developed to align to the draft Strategy and Policy and to support its implementation. The Plan was refined following feedback received through the consultation on the Policy and Strategy.

Key elements included in the Plan that reflect the feedback include:

- Improve communications at all stages of a project.
- Use plain English.
- Be inclusive in language and communication channels.
- Reflect our diversity.
- Use a variety of communication channels to capture as many audiences as possible.
- Measure our performance and seek to improve what we do.

#### Community and Stakeholder Engagement Toolkit

A draft Toolkit is being developed to support the application of the Strategy, the Policy and Plan. The toolkit would operate as a management practice for staff that would be amended and improved as necessary.

The toolkit provides additional information, points of consideration and templates to be used when developing communications and engagement plans.

#### Key learnings from Community and Stakeholder engagement process

##### *Developing the community engagement plan*

The communications plan for the engagement process would be better utilised and would assist staff in understanding the project and what the intent of community engagement is by considering the items contained within the draft Toolkit. This would result in a more thought-out and transparent approach.

##### *The survey*

The survey was developed to understand the level of support for the draft framework, and to provide opportunity for open responses. This was to ensure the City could receive specific and usable data, whilst providing opportunity for other comments and suggestions to be included in participants' responses. The survey data obtained captured meaningful responses that clearly identified the level of support for the proposed framework.

Most of the responses received during the consultation period was through face-to-face engagements (Open House and Kyilla Markets). Whilst the survey produced meaningful and usable data that has informed changes to the framework, a second shorter survey that was easier and less time consuming could have also been used for the face-to-face engagements. This may have removed a barrier for participants to participate.

The draft Toolkit provides tips and strategies for different survey types. The City's Community Engagement Officer would also be able to assist in developing surveys that are user friendly whilst still able to collect meaningful and usable data.

*How have our engagement practices changed over the years?*

A review of engagement response rates for different projects has been undertaken. The engagement for the Vincent Bike Network (2015) and the Review of Planning Policy Framework (2016) all demonstrate that participation rates were greater when the engagement activities were targeted towards specific groups of the community.

The proposed Community Engagement Framework seeks to build upon the existing Consultation Policy by reinforcing the need for more targeted and specific community engagement activities. This is specifically set out within the guiding principles of the Strategy and the Policy process. The Policy process is an adaptation of the International Association of Public Participation (IAP2) process that seeks to design, plan, and manage engagement activities to meet organisational goals.

#### *Location based engagement*

Location based engagement has proved itself as an effective method of consultation as demonstrated by this project (27 of 34 submissions were received through face-to-face engagement). The draft Toolkit details how location-based engagement is effective and acknowledges that face-to-face engagement may not always be possible but provides suggestions of how other location-based engagements could be used.

#### **CONSULTATION/ADVERTISING:**

Consultation methods of the Strategy and Policy are listed below:

- Notifications on the City's website;
- Social media posts;
- Engagement HQ website page;
- Flyer distributed to all residential properties;
- Direct emails to all who previously registered their interest in the project and those on the City's Engagement HQ database; and
- Individual e-news notification.

Community members were also able to speak to City staff at the following pop-up events:

- Open day at City of Vincent Administration Building on 29 May 2021; and
- Pop-up stall at the Kyilla Farmers Markets on 5 June 2021.

During the additional consultation time provided between 7 June 2021 to 25 June 2021, direct emails were sent to community members who had previously registered their interest in the project, and additional social media posts were delivered.

Upon adoption of the Strategy and Policy, notice of the documents would be given in accordance with Schedule 2, Part 12, Clause 87 of the *Planning and Development (Local Planning Schemes) Regulations 2015*. This would include the documents being published on the City's website and in the local newspaper.

#### **LEGAL/POLICY:**

Section 2.7(2)(b) of the Act provides Council with the power to determine policies.

The City's [Policy Development and Review Policy](#) sets out the process for repealing and adopting policies.

Other relevant statutory frameworks include:

- *Planning and Development Act 2005*;
- *Planning and Development (Local Planning Schemes) Regulations 2015*; and
- Policy No. 4.1.5 – Community Consultation.

#### **RISK MANAGEMENT IMPLICATIONS**

Low: Adopting the proposed Strategy and Policy is low risk.

**STRATEGIC IMPLICATIONS:**

This is in keeping with the City's *Strategic Community Plan 2018-2028*:

Connected Community

*We are an inclusive, accessible and equitable City for all.*

Innovative and Accountable

*We are open and accountable to an engaged community.*

**SUSTAINABILITY IMPLICATIONS:**

This does not contribute to any specific sustainability outcomes of the *City's Sustainable Environment Strategy 2019-2024*, however effective community engagement would assist in achieving the desired outcomes of the Strategy.

**PUBLIC HEALTH IMPLICATIONS:**

This does not contribute to any priority health outcomes of the *City's Public Health Plan 2020-2025*.

**FINANCIAL/BUDGET IMPLICATIONS:**

Action Item 2.1 of the Strategy recommends a training and development plan, to be implemented to assist City staff and Elected Members in achieving the outcomes of the Strategy and Policy. The *IAP2 Engagement Essentials* training is recommended.

The training session duration is one day and can accommodate a maximum of 25 persons per session. The cost of the training is \$3,500 per session, plus \$70 per person. The total cost would be \$5,250 per session. These funds are not currently included in the 2021/22 budget and would need to be requested as part of the quarterly budget review.

A focus group, representing every business unit across the City has been convened to ensure there is a community engagement 'champion' within each team. It is recommended that each focus group member is included in this training session. Directorates would be required to request additional training budget in future years to ensure continual training and upskilling of additional staff.

The Vincent Communications Plan has budget implications of \$15,000 per year for an annual satisfaction survey of communications and engagement and \$20,000 for a brand project in early 2023. The budget for the first survey is included in the 2021/22 budget.

**COMMENTS:**

The outcomes of advertising demonstrated a high level of support for the IAP2 approach, which is recognised internationally as best practices. Amendments to the draft Community and Stakeholder Engagement Strategy and Policy and Vincent Communications Plan, as described above, are proposed based on the outcomes of advertising.

The Strategy sets out guiding principles to be considered for each engagement activity, and action items that would support the implementation. The Policy provides guidance for the way the City would engage with its community and other stakeholders, using an adapted version of the IAP2 process. The Vincent Communications Plan outlines how we will keep our community informed of our activities. This would result in improved community engagement outcomes across various different project types.

# COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

## OUR VISION:

*TO BE A CONNECTED AND ENGAGED COMMUNITY THROUGH GREATER PARTICIPATION IN DECISION MAKING.*

(CITY OF VINCENT STRATEGIC COMMUNITY PLAN 2018 – 2028)

This vision will be achieved through application of the guiding principles, completion of the action items identified within the Strategy, and through our commitment to continually learn from our experiences and improve our practices.

## INTRODUCTION

The City of Vincent (the City) is committed to continuously improving the way we engage with our community and stakeholders and providing the greatest opportunity available for our community to be involved in our decision-making process. Community and stakeholder engagement is invaluable in its ability to enhance Council's capacity to make well-informed and sustainable decisions.

Under the Local Government Act 1995, every Local Government in Western Australia must develop a Strategic Community Plan (SCP), as part of an Integrated Planning and Reporting Framework. The SCP represents the community's long-term vision, values, aspirations, and priorities and what the City will do to help achieve them. This Strategy aims to support the SCP by becoming a connected and engaged community through meaningful and smarter community engagement activities.

### LOCAL GOVERNMENT DECISION MAKING HIERARCHY



The SCP 2018 – 2028 was informed by the *Imagine Vincent* campaign and has been the City's biggest ever community engagement initiative. The campaign asked the community what was important to them before starting the consultation and then took the consultation to places people actually wanted to go. This process included focused meetings, community conversations, social and traditional media, quick

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polls, surveys, on-going pop-up meetings (at the footy, coffee shops, bars, pubs, and schools), direct contacts, and creation and use of a Community Engagement Panel.

The City of Vincent and the *Imagine Vincent* campaign was recognised and awarded the 2018 International Association Public Participation (IAP2) Australasia Core Values Award for Community Development. The *Imagine Vincent* campaign highlighted the importance of connecting with and involving the community wherever possible. It meant rethinking the way we engage, looking for new ways to remove barriers and being as accessible as possible.

The Community and Stakeholder Engagement Strategy (Strategy) and the Community and Stakeholder Engagement Policy (Policy) are designed to guide the way the City engages with its community and stakeholders to ensure that the community's views and aspirations are continually represented and help to inform the decisions made.

The Strategy is supported by the Community and Stakeholder Engagement Policy. The Policy considers the guiding principles identified below and details the process for developing community engagement activities. The Strategy and Policy will be used as the platform to guide and foster a commitment to working together so decisions are evidence-based and reflect the views of the people of Vincent.

## IAP2 SPECTRUM OF PUBLIC PARTICIPATION

The IAP2 Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's roles in any public participation process (IAP2 International Federation 2018). This approach has informed the City's Strategy and Policy and will be considered in all engagement activities.

## WHO WILL USE THE STRATEGY?

The Strategy will be used by the City's Administration staff, Mayor and Elected Members, and will be available to the community for transparency and shared responsibility.

The Strategy will be continually reviewed and updated to ensure it reflects the City and community's views in relation to community engagement practices. A minor and major review of the Strategy will be undertaken every two and four years, respectively.

## GUIDING PRINCIPLES

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Public participation practices will be guided by the following principles. These principles have been developed from engagement with the Elected Members, administration and community members and are based on the IAP2 Core Values.

**Make well informed decisions that are supported by evidence, aligned with strategic direction, and based on the needs and interests of everyone involved.**

Hearing and understanding what is important to the community is essential in making well-informed decisions. The community are most affected by decisions made, highlighting the need to listen to and understand their opinions and experiences.

Before a decision is made, decisions makers should feel confident they have access to all relevant information, including but not limited to technical information, evidence, existing strategic direction and community views. This information will allow evidence-based decisions to be made that reflect the needs and interests of everyone (the community, stakeholders, and the City) involved.

The ability to make well informed decisions will ensure the City is accountable for its decisions and can easily explain the reasons behind them.

**Hear and understand our community.**

Communication is a core function of what we do and is vital to the success of delivering our services. Effective communication will ensure that the community have an opportunity to be involved, to be heard and to be understood. No matter who makes the first contact, we will take the time to hear and understand what our community has to say and use this information to inform our decisions.

Hearing and understanding what is important to our community also helps us to advocate for the community when the City is not the decision maker.

**Meaningfully include the community in the decision-making process.**

Involving the community as early as possible maximises their ability to influence decisions that affect them and helps to make better informed decisions, for the greater good of the community. It also creates a sense of ownership and belonging for the community.

We will understand who should be involved and engage them as early as possible, ensuring they are aware of the strategic intent of the project. Participants will be aware of how their influence aligns with the IAP2 Spectrum of Public Participation, how their participation will influence the outcomes of the subject project, and any

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future projects or outcomes that may be delivered thereafter. The engagement activities will be targeted and inclusive to encourage both widespread, but specific participation. For example, when a project will have a greater impact on the community, engagement activities will be designed to provide opportunity for maximum participation by removing as many barriers as possible. We will also be mindful of engagement fatigue and seek opportunities for joint engagement activities or designing activities that are targeted to those who are interested or affected. In each situation when we receive feedback, we will actively listen to what is being said.

## **Engage in a way that facilitates the involvement of impacted communities.**

We know that different methods of engagement will reach different people and groups within our community. Through careful consideration of the engagement methods we use, we will make ourselves easily accessible to all members of the community who would like to connect with us. This includes identifying who might be hard to reach and understanding lifestyle constraints. We can then take action to remove barriers and plan engagement activities that allow the City to personally connect with the community.

Projects will be planned and aligned with the IAP2 Spectrum of Public Participation. This will increase the community's ability to be involved early and have ability to influence the direction and outcome of the project. We will go to the affected community and engage on site to ensure that interested, impacted and hard to reach groups are able to participate in decision making. Engagement activities will include the information needed so those who want to, can participate in a meaningful way. The information that is shared will be relevant, accurate and transparent. We will do our best to ensure everyone involved will understand what is being discussed, why it is important and what we can do about it. As a result, we will have mutually respectful dialogue and work together to achieve the best possible outcome.

## **Communicate before, during and after a decision is made.**

We manage many different projects and programs and deliver a large range of services to our community every day. All the projects, programs and services are aligned to the priorities in the Strategic Community Plan. We will work to ensure that community members are aware of any projects or works which may be of interest or affect them directly.

Different engagement methods will be used depending on the stage of the project and the purpose of the engagement activity. For example, a new project that has maximum level of influence available may use engagement methods that encourage comprehensive and open dialogue to seek solutions. As the project progresses,

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engagement methods may become more specific and seek direct feedback using surveys or written feedback.

No matter the stage of a project, engagement activities will occur as necessary to ensure the community is informed of how the project is progressing, how they can participate and how their input will be used. Lastly, when a decision is made the community will have access to the decision and the reasons for it. Those who provided feedback will be informed of how their input was considered as part of the decision-making process.

## VINCENT AT A GLANCE

<p style="text-align: center;"><b>Age (ABS 2016)</b></p> <ul style="list-style-type: none"> <li>Vincent has a lower proportion of young people, being 13% who are 0 – 14 years old and 10% who are 15 – 24 years old, compared to Greater Perth which has 19% and 13%, respectively.</li> <li>The largest proportion (39%) of Vincent's population is aged 25 – 44 years old. This age range makes up 30% of the Greater Perth population.</li> <li>Vincent has a greater proportion of persons aged 65+, being 17% of the population compared to 14% of Greater Perth.</li> </ul> <p><i>Because of our broad range of ages, we will provide a range of ways for people to engage with the City.</i></p>	<p style="text-align: center;"><b>Diversity (ABS 2016)</b></p> <p>3.9% of the population within the City of Vincent and Greater Perth require assistance for core activities.</p> <p><i>To ensure that everyone can engage with us and participate in the decision-making process, engagement activities should be as accessible and inclusive as possible.</i></p> <p>When compared to Greater Perth (2%), the City of Vincent (0.9%) has a slightly lower proportion of persons who are Aboriginal or Torres Strait Islanders.</p> <p><i>The City of Vincent acknowledges the traditional lands of the Whadjuk Noongar people. We will strengthen our relationship with persons who are Aboriginal or Torres Strait Islanders by continuing to have conversations and seeking input from the Whadjuk Working Group.</i></p>
<p style="text-align: center;"><b>Education (ABS 2016)</b></p> <p>Vincent has 40.8% of people with a bachelor's degree or above, compared to 22.9% in Greater Perth.</p> <p><i>Although Vincent has a highly educated community, engagement activities</i></p>	<p style="text-align: center;"><b>Languages other than English (ABS 2016)</b></p> <p>25.9% of the households in Vincent speak a language other than English. Other languages spoken includes, but is not limited to Italian, Mandarin, Vietnamese, Cantonese, and Spanish.</p>

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<p><i>should be designed so that everyone can participate if they want to.</i></p>	<p>Of those who speak a language other than English, 18.2% speak English well or very well and 3.7% do not speak English well or not at all.</p> <p><i>Plain English will be used and translation services will be available so that everyone can understand what is being said.</i></p>
<p><b>Employment Status</b> (ABS 2016)</p> <p>Of the people living in Vincent who are employed, 61.5% work full-time and 31% work part-time.</p> <p><b>LINK WITH FAMILY COMPOSITION IN DESIGNED DOCUMENT.</b></p>	<p><b>Unpaid Work</b> (ABS 2016)</p> <p>Vincent has a large population that undertakes unpaid work, being:</p> <ul style="list-style-type: none"> <li>• 21.6% of the population have reported doing some form of voluntary work;</li> <li>• 8.5% of the population provided unpaid assistance to a person with a disability, long term illness or old aged persons; and</li> <li>• 21.7% of people aged 15+ provided unpaid care to children.</li> </ul> <p><i>The City of Vincent acknowledges and values unpaid work that supports home and community life. Understanding our community's commitments will help to plan suitable engagement activities around the needs of the community members.</i></p>
<p><b>Family composition</b> (ABS 2016)</p> <p>Within Vincent, 48% of households are made up of a couple family without children and 49.4% of households include children.</p> <p><i>Lifestyle constraints often affect people's ability to participate in engagement activities. Understanding typical lifestyles will help to plan suitable engagement activities around the needs of the community members.</i></p>	<p><b>Dwelling Types:</b> (ABS 2016)</p> <p>Vincent has a higher proportion of flats or apartments (26.6%) and lower proportion of separate houses (51.2%), compared to Greater Perth which comprises 6.6% flats or apartments and 76.9% separate houses.</p> <p><i>Vincent is more densely populated than Greater Perth. Engagement activities should be targeted, but accessible. Opportunities to minimise engagement fatigue should also be investigated.</i></p>
<p><b>Preferred methods of engagement</b> (City of Vincent Community Workshop, 2020)</p>	

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Community members have identified the preferred methods of engagement include email, social media, local newspaper, website, letters, newsletters and personal contact (City of Vincent Community Workshop, 2020).

*These preferred methods will be considered when selecting appropriate engagement activities to suit the needs of the project.*

## Our Stakeholders

- Community members - residents, rate payers, customers, visitors
- Businesses - local businesses, suppliers, contractors, service providers
- Government – other LG's, state government, federal government
- Industry associations and peak bodies – i.e. Western Australian Local Government Association
- Community interest groups – Town teams, community groups, sporting associations, schools
- Inclusion groups – people with disabilities, culturally and linguistically diverse, Aboriginal and Torres Strait Islander Peoples, Seniors, Youth and Young People, LGBTIQ+
- Internal – Mayor and Councillors, Administration Staff

*Understanding who our stakeholders are allows us to better understand how we can build relationships and engage with them.*

## WHAT IS COMMUNITY AND STAKEHOLDER ENGAGEMENT?

*Community engagement is an intentional process with the specific purpose of working across organisations, stakeholders and communities to shape the decisions or actions of the members of the community, stakeholders or organisation in relation to a problem, opportunity or outcome (International Association for Public Participation (IAP2) Australasia 2020).*

The word '**community**' includes individuals and groups of people; stakeholders, interest groups and citizen groups (IAP2 Australasia 2020). This includes our residents, ratepayers, business owners, community groups, customers, employees and visitors in Vincent.

The word '**stakeholder**' defines individuals, a group of individuals, organisations or a political entity with a specific stake in the outcome of the City's decisions.

The word '**engagement**' describes the interaction we have with our community and stakeholders and includes terms such as communication, participation, consultation and customer service.

# COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

## WHY WE ENGAGE?

We live in a complex environment. Our population is ageing and becoming increasingly urbanised, technology is advancing rapidly, and people can access information quicker than ever before. To adapt to these changes the City must understand and be more responsive to environmental impacts, financial constraints, and the needs of its community members. This ensures it can act in the best interest of everyone and be accountable to all decisions made.

To be responsive to our changing environment, the City relies on the community to understand what is most important to them. Community and stakeholder engagement are the driving force that enable the City to lead change, helping to:

- Make better decisions.
- Decisions are consistent with community interests and values.
- Increase community ownership of decision making.
- Build advocates for decisions in the community.
- Keep our community informed of what we are doing.
- Keep the City informed of key themes within the community.
- Meet statutory obligations.

## WHERE DO WE WANT TO BE?

When we engage meaningfully, we maximise the opportunity to understand what is important to the community and stakeholders. This helps us to make informed decisions that are aligned with the key priorities of the Strategic Community Plan 2018 - 2028.

Our stakeholders can contribute significantly to the decision-making and problem-solving process. People who are interested and/or affected by a project can help us as they will:

- Be aware and understand key issues or potential improvements within the community.
- Understand the context, issues and potential impacts.
- Establish whether further research is needed into the problem.
- Assist us with creative solutions that can address the concerns of the Council and the community.

When the community is confident that their opinions will be heard and will influence the decision or result in an action, they are more likely to participate in the process, leading the decision-makers to be more confident in the decisions they are making.

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When we engage effectively, the community and the Council will benefit in the following ways:

Community	Council
Improved participation in Council's decisions	The process provides the ability for interested and affected community members to participate
Feelings of inclusion and confidence that opinions will be heard	Increased understanding of community issues
Shared vision and a better understanding of Council strategies, policies, projects and decisions	Decisions are informed by an understanding of community values, feelings, opinions and aspirations
The information included for consultation is accurate, and it is understood why comments are being sought	Projects can be prioritised to meet the needs and wants of the community
Increased ownership of projects within the City	Gains early buy-in and strengthened trust
Strengthened relationship with the City	Better project and service delivery outcomes
Better understanding of the perspectives of others in the community	Build more resilient relationships with the community
Increased confidence in one's ability to participate in community engagement activities.	Increased opportunity for community participation by excluding technical jargon and ensuring information shared is user friendly and accessible.

## HOW WILL WE GET THERE?

Action Items	Responsibility
<b>Implementation of the Strategy</b>	
<b>Comment:</b> The City's Policy No. 4.1.5 Consultation Policy was formally adopted in 2014. A major review has not been undertaken since then. This presents opportunity to review the existing Consultation Policy and our practices to ensure our community engagement activities align with the vision and principles of the Strategy.	
<b>Action 1.1:</b> Develop a Community and Stakeholder Engagement Policy to guide how the City will engage with its community, taking into consideration the guiding principles of the Strategy.	
<b>Timeframe:</b> 2020/21	

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<p><b>Action 1.2:</b> Develop a Community and Stakeholder Engagement Toolkit (comprising of guidelines, information sheets and templates) to assist staff in delivering community engagement plans.</p>	<p><b>Policy &amp; Place</b></p>
<p><b>Timeframe:</b> 2021</p>	
<p><b>Action 1.3:</b> Review internal processes for community consultation as part of the Promapp process.</p>	<p><b>Marketing &amp; Partnerships</b></p>
<p><b>Timeframe:</b> 2021/22</p>	
<p><b>Action 1.4:</b> Develop a Marketing and Communications Plan, including a live community and stakeholder engagement calendar to help strategic planning of engagement activities and avoid engagement fatigue.</p>	<p><b>Marketing &amp; Partnerships</b></p>
<p><b>Timeframe:</b> 2020/21</p>	
<p><b>Training and development</b></p>	
<p><b>Comment:</b> The Strategy adopts the IAP2 approach to community engagement. Training in community and stakeholder engagement would improve the City's success in delivering the vision of the Strategy and improve our engagement practices.</p>	
<p><b>Action 2.1:</b> Develop and implement a training and development plan for City staff and Elected Members to achieve the guiding principles and outcomes outlined within the Strategy.</p>	<p><b>Human Resources</b></p>
<p><b>Timeframe:</b> 2021/22</p>	
<p><b>Improved information sharing</b></p>	
<p><b>Comment:</b> The Strategic Community Plan 2018 – 2028 identifies the need to improve access to information on all that we offer to our community and to provide a single location for all information sharing. This presents an opportunity to review our existing resources (such as the City of Vincent website). Connecting with our community groups and researching other best practice efforts locally, nationally and internationally will inform how we can improve how we share information.</p>	

# COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

<p><b>Action 3.1:</b> Review and update the City of Vincent website and other digital platforms, considering the quality and effectiveness of information provided.</p> <p><b>Timeframe:</b> 2022</p>	<b>Marketing &amp; Partnerships</b>
<p><b>Action 3.2:</b> Investigate ways to remove barriers of sharing information and participating in engagement activities and implement more effective ways to engage with our community and stakeholders.</p> <p><b>Timeframe:</b> 2022</p>	<b>Marketing &amp; Partnerships</b>
<p><b>Action 3.3:</b> Develop information sheets for connecting and engaging with minority and other hard to reach groups.</p> <p><b>Timeframe:</b> 2022</p>	<b>Marketing &amp; Partnerships</b>
<p><b>Action 3.4:</b> Review the City's practices for targeted engagement with professionals and skilled community members to ensure most effective use of these resources.</p> <p><b>Timeframe:</b> 2022</p>	<b>Marketing &amp; Partnerships</b>
<p><b>Action 3.5:</b> Establish a Community Engagement Panel</p> <p><b>Timeframe:</b> 2021/22</p>	<b>Marketing &amp; Partnerships</b>
<p><b>Action 3.6:</b> Develop a guide to support planning location-based engagement activities for significant projects.</p> <p><b>Timeframe:</b> 2022</p>	<b>Marketing &amp; Partnerships</b>
<b>Reviewing and reporting</b>	
<p><b>Comment:</b> Understanding the results of our community engagement practice will inform the decisions we make. Similarly, regular review and report of the Strategy will ensure our engagement activities align with the community's views and aspirations.</p>	
<p><b>Action 4.1:</b> Develop a consistent approach to reporting on community engagement outcomes to Council so they are provided with the relevant information to make an informed decision.</p>	<b>Marketing &amp; Partnerships</b>  <b>Governance</b>

# COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

<p><b>Timeframe:</b> 2022</p>	
<p><b>Action 4.2:</b> Research and implement ways to seek feedback on community engagement activities and outcomes.</p> <p><b>Timeframe:</b> 2022</p>	<p><b>Marketing &amp; Partnerships</b></p>
<p><b>Action 4.3:</b> Undertake a minor and major review of the Strategy every two and four years, respectively. This should include yearly surveys to understand community perceptions and review of whether engagement activities and practices are achieving the desired outcomes of the Guiding Principles, and improvements implemented.</p> <p><b>Timeframe:</b> Next minor review 2022/23</p>	<p><b>Policy &amp; Place</b></p> <p><b>Marketing &amp; Partnerships</b></p>

This document is available in other formats and languages upon request.

DRAFT

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



Legislation / local law requirements	<<Insert any legislation or local law that is relevant to the policy>>
Relevant delegations	<<Insert any delegations that are relevant to the policy>>
Related policy procedures and supporting documentation	<p>&lt;&lt;Insert all relevant procedures, guidelines and supporting documents. Please include CM reference number and provide these as PDF documents to Governance&gt;&gt;.</p> <p><i>Please note that all documents with an external focus will be hyperlinked for publication to the City's website. Documents with internal and external focus will be hyperlinked for publication to the City's Vintranet.</i></p>

## PART 1 – PRELIMINARY

### PURPOSE

Community engagement is an essential practice that allows the City to deliver its services in a way that reflects the community’s vision by involving them in the decision-making process. This Policy has been developed in conjunction with the Community and Stakeholder Engagement Strategy, which details the principles on how we engage with our community.

### OBJECTIVE

The objectives of this policy are to:

- Facilitate informed decision making
- Enable a proactive approach to community engagement and achieve inclusive and meaningful outcomes
- Improve consistency of community engagement practices across the organisation
- Ensure information is effectively and efficiently communicated internally and externally
- Promote an accountable, transparent, and accessible approach to engagement

### SCOPE

This Policy applies to elected members, City staff, and external stakeholders working on any corporate documents (strategies, policies, and action plans), programs, projects or services that are delivered by, or on behalf of the City and have an impact on its community.

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



## PART 2 – POLICY PROVISIONS

### 1. DEFINITIONS

**Community** means individuals and groups of people; stakeholders, interest groups and citizen groups (IAP2 Australasia 2020). This includes our residents, ratepayers, business owners, community groups, customers, employees, and visitors in Vincent.

**Stakeholder** means individuals, a group of individuals, organisations, or a political entity with a specific stake in the outcome of the City's decisions.

**Engagement** means the interaction we have with our community and stakeholders and includes terms such as communication, participation, consultation, and customer service.

Other terms specific to statutory and strategic planning are included within Appendix 2 of this Policy.

### 2. GUIDING PRINCIPLES

The following principles have been adopted by the City and will guide community engagement activities. This policy should be read in conjunction with the Community and Stakeholder Engagement Strategy which describes the intent, intended outcomes and how we will measure performance for each of the principles below.

1. Make decisions based on the needs and interests of everyone involved.
2. Hear and understand our community.
3. Meaningfully include the community in the decision-making process.
4. Engage in a way that facilitates involvement of impacted communities.
5. Communicate before, during and after a decision is made.

### 3. PUBLIC ENGAGEMENT SPECTRUM

The International Association for Public Participation (IAP2) has developed a spectrum that outlines the increasing levels of participation the community can have in a decision-making process.

This spectrum has been adapted and adopted by the City of Vincent and is embedded in the processes and guidelines (Appendix 1) that inform the way the City will engage with its community and stakeholders. The level of participation will be clearly outlined in each project, ensuring the community and stakeholders are aware of how their feedback will influence the decisions being made.

The levels of participation are:

- Inform:** The City will keep the community and stakeholders informed of decisions, actions or for educational purposes.
- Consult:** The City will consult with the community and its stakeholders for the purpose of obtaining opinions and feedback and provide opportunity for the community to share their knowledge before a decision is made.

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



**Involve:** The City will work with the community to ensure concerns and aspirations are reflected in alternatives developed and provide feedback on how public input influenced the decision.

**Collaborate:** The City will collaborate with the community to develop and build solutions. Input will be reflected in the decisions to the maximum extent possible.

## 4. WHEN THE CITY WILL ENGAGE

The City will engage with the community:

- When the City is required to make a decision that would affect the community or where the community may be interested and/or affected by this decision, and there is the ability for the community to influence the decision.
- To satisfy statutory obligations.
- To obtain input for strategic projects being delivered by the City.
- To notify a participant of a decision made.

## 5. WHEN THE CITY MAY NOT ENGAGE

There may be instances when it is impractical for the City to engage, such as when a decision must be made quickly in the interest of the City (e.g., public safety); there are legal, commercial or legislative constraints; when the City is not the determining authority; or when the decision relates to a minor operational matter that would have minimal impact on the community or stakeholders.

In these instances, the City will inform affected community members and stakeholders about the decision and the reasons for it.

## 6. EXCLUDED ADVERTISING PERIODS

Advertising periods are to be amended in accordance with the following requirements:

Holiday	Comment
Public Holiday	Where consultation falls on a public holiday, the consultation period shall be extended by the number of public holiday days.
Easter Holiday (a period of seven (7) days commencing on Good Friday)	Where consultation falls within this period, the number of days within this period shall be added onto the consultation period.
Christmas and New Year (18 December to 8 January)	Where consultation falls within this period, the number of days within this period shall be added onto the consultation period.

The engagement period may also need to be amended when a specific stakeholder group needs to be reached and/or the engagement activities planned conflict with a holiday period that is specific to that stakeholder group (e.g. school holidays, Chinese New Year, etc.).

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



## 7. AUTHORITY TO VARY THE EXTENT OF CONSULTATION

Where a proposal/significant development may be of a complex nature, affect a broader area, or be of considerable interest to the community, the Chief Executive Officer has the discretion to require the Applicant to hold one or more public meetings/forums. The meetings will be at no cost to the City, and will be to explain the proposal/development to the community.

The type, location and timing of the meeting shall be organised and communicated to the satisfaction of the Chief Executive Officer.

**This document is available in other formats and languages upon request.**

OFFICE USE ONLY	
RESPONSIBLE OFFICER	<<Please add position title>>
INITIAL COUNCIL ADOPTION	Date: <Approval Date>, Ref# <TRIM Ref>
REVIEWED / AMENDED	Date: <approval Date>, Ref#: <TRIM Ref>
RESPONSIBLE OFFICER	Date: <review Date>,

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 1 – How the City Engages



### 1. How the City Engages

To achieve best practice in community engagement, the engagement methods and sequence which form the engagement plan needs to be tailored to the specific requirements of the project. The following table outlines the process involved and seeks to meet each of the guiding principles identified within Section 2 of the Policy.

The following method is to be followed for all engagement activities undertaken by the City.

Phase	Actions
<b>Determine if community and stakeholder engagement is required</b>	If the project does not align with a reason identified within Section 5 of the Policy ‘When the City may not engage’, community and stakeholder engagement is required, following the process below.  If the project aligns with a reason within Section 5, affected community members should be informed of the decision, using the process below.  Note: When there is no ability to influence a decision, ‘Informing’ the community and stakeholders of the decision may be the appropriate engagement activity.
<b>Design</b>	<ol style="list-style-type: none"> <li>1. Consider and understand the context and scope of the project.</li> <li>2. Consider and understand who might be interested and/or affected.</li> <li>3. Consider and understand the risks that may be involved for the community, Council, and Administration.</li> <li>4. Consider and understand the purpose of the engagement.</li> <li>5. Consider any statutory requirements that must be complied with as part of the engagement plan.</li> <li>6. Identify key milestones or other opportunities to provide updates or other important information to the community.</li> </ol>

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 1 – How the City Engages



<p><b>Plan</b></p>	<p>Determine the level of community participation and select activities appropriate and aligned to achieve those outcomes.</p> <p>The activities selected should consider and reflect the most effective way to connect with the community and stakeholders. Consideration of location-based activities or other ways that facilitate personal connection are encouraged.</p> <p><u>Note:</u></p> <ul style="list-style-type: none"> <li>• The table outlined within the <i>guide to establish level of participation</i> below provides guidance on typical levels of participation for different types of projects.</li> <li>• The wider the scope of the project, the higher the level of participation should be available to the community. This will result in a stronger level of community influence over the decisions being made.</li> <li>• The planning should consider the life of the project and how the different engagement activities can be used depending on the phase of the project and the purpose of the engagement. It is likely the level of involvement will require more than one level of involvement as identified within the IAP2 spectrum.</li> <li>• Minimum advertising requirements for development applications are included in Appendix 2 ‘<i>Statutory and Strategic Planning</i>’.</li> </ul>
<p><b>Implement and manage</b></p>	<p>Prior to implementation, review the design and planning phase and consider if the steps and actions will:</p> <ul style="list-style-type: none"> <li>• Reach the right people.</li> <li>• Ask the right questions.</li> <li>• Be delivered in a timely and meaningful way.</li> <li>• Inform decision making.</li> <li>• Consider the potential risks and contain appropriate solutions.</li> <li>• Be flexible enough to manage change if necessary.</li> </ul> <p>Once satisfied, it is time to draw upon resources available to deliver the consultation project.</p> <p>While consultation is occurring, it is necessary to be available to respond to community enquiries as they arise. Providing support will assist in providing a better experience for the community, as well as building trust and developing relationships.</p>

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



## Appendix 1 – How the City Engages

<p><b>Review and respond</b></p>	<p>The process for reviewing and responding to submissions is to:</p> <ol style="list-style-type: none"> <li>1. Analyse the submissions received to understand who responded, why they are interested or affected and if anyone is missing from the conversation.</li> <li>2. Prepare responses including further assessment and engagement and make changes to the project to address the issue(s) raised.</li> <li>3. Document the responses to be included in a report or provided as a direct response to the participants.</li> <li>4. When subject to determination at an Ordinary Meeting of Council, inform participants of the meeting date, providing as much notice as possible.</li> <li>5. Publish the decision/project update on the City’s website and send decision/project update to participants.</li> </ol> <p>When responding to submitters, consider how their input influenced the decision and what the best method to deliver this message is.</p> <p>It is also necessary to review and evaluate how effective the engagement was. This includes consideration of the overall engagement sequence and the engagement methods, including whether they aligned with the scope of the project and the purpose of the engagement.</p> <p>This review should determine if enough information is available to make an informed decision, or if further consultation is required.</p> <p><i>See section 1.1 Principles for responding to submissions below.</i></p>
<p><b>Reflect and report</b></p>	<p>Consider the effectiveness of the engagement plan and report on the findings so that others can learn from this practice. Reflecting on and reviewing the engagement process will assist in improving practices and efficiency in community consultation.</p>

### 1.1 Principles for responding to submissions

The following principles should be considered when responding to submissions:

- Respond to all questions within the submission prior to the decision being made.
- When required, contact submitters to clarify comments within the submission before the decision is made.
- The summary of submissions report should provide sufficient context and detail to enable responses to be understood. Submission can be included verbatim if deemed necessary and the submitter has provided consent to do so.
- Responses should be supported with evidence.
- Provide justification for not supporting suggestions, such as those that are beyond the project’s scope.
- Provide reasons if a suggested change to the project has not been adopted.
- Provide a direct update to participants and publish information on the City’s website if the project process is required to change.
- Responses are to be provided as soon as reasonably possible.
- Consider whether marketing/media communication is required.

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 1 – How the City Engages



### 1.2 Guide to establish level of participation

The following matrix guides the level of participation that would generally be expected for different project types. The level of participation can be varied and is to be determined by following the process within Section 1 (How the City Engages) above. If the project type is not listed below, consider the most similar project type in relation to community investment and impact.

	<b>Inform</b>	<b>Consult</b>	<b>Involve</b>	<b>Collaborate</b>
<b>Ability to influence</b>	<i>There is no ability to influence the decision.</i>	<i>There is some ability to influence the decision.</i>	<i>There is medium ability to influence the decision.</i>	<i>There is high ability to influence the decision.</i>
<b>Our commitment</b>	Information is circulated to assist in understanding a deliverable or decision that is going to happen or has already happened.	To seek input, feedback or advice before the project is progressed or a decision is made.	To seek input, gather ideas, identify preferred options or alternatives.	To find collective solutions or to obtain a deeper understanding of what is important to help shape the projects future.
<b>Project</b>	<ul style="list-style-type: none"> <li>When a decision has already been made</li> <li>Implementation updates</li> <li>Development applications (notification of changes/ determinations)</li> <li>For a reason detailed in Section 5 of the Policy</li> </ul>	<ul style="list-style-type: none"> <li>Infrastructure locations i.e., pop-up play, verge trees</li> <li>Strategic planning documents phase 2 (understanding what we heard)</li> <li>Minor amendments to policies and strategies</li> <li>Implementation of actions created within strategies or other corporate documents</li> <li>Development applications (when there are departures to the statutory framework and the community or stakeholders may be affected)</li> </ul>	<ul style="list-style-type: none"> <li>Strategic planning documents phase 1 (visioning)</li> <li>Major amendments to strategic documents</li> </ul>	<ul style="list-style-type: none"> <li>Master planning and design</li> <li>Strategic community vision documents i.e., Strategic Community Plan</li> <li>Place Plans</li> <li>New major strategic plans</li> </ul>

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 1 – How the City Engages



### 2. Minimum Advertising Periods

The timeframe engagement activities should be guided by any relevant statutory requirements but determined based on its individual merits and requirements. The following identifies minimum advertising periods for engagement activities:

Project type	Minimum timeframe
Informing of project updates, notifications of decisions, etc.	Ad hoc
<ul style="list-style-type: none"> <li>Informing of upcoming maintenance works (including but not limited to traffic management, road works, street upgrade, change to parking conditions, etc) in a local context.</li> </ul> <p><i>Note: Where schedules of maintenance works are available, the schedule shall be published on the City’s website.</i></p> <ul style="list-style-type: none"> <li>Consultations that are targeted and specific (i.e., implementation actions created from other strategies, verge tree locations)</li> </ul>	14 days
<ul style="list-style-type: none"> <li>Strategic documents (i.e., strategies, policies, and plans, including amendments)</li> <li>Projects that would affect large community groups (i.e., lighting or park infrastructure, changes to parking restrictions)</li> </ul>	21 days

*Note: Timeframes for development applications are included in Appendix 2.*

### 3. Consultation Methods

#### 3.1 Mandatory requirements

All engagement activities must be published on the City’s website.

#### 3.2 Other consultation methods

Each community engagement plan will be different and depend on the information being sought and who the target audience is. The following non-exhaustive list provides some suggestions for appropriate methods of consultation.

- Advisory group
- Citizens’ jury
- Community education program
- Community panel
- Conversation cafe
- Door knocking
- E-newsletter
- Flyer
- Information sheets / FAQ’s
- Interactive mobile app/ online tool
- Letter
- Local newspaper advertisement
- Location based engagement
- Online discussion forum
- Open house
- Phone calls
- Public display
- Social media post
- Sign on site
- Specific and targeted site visits (e.g. schools, aged care, etc)
- Survey
- Voting
- Webinar
- Website
- Workshop

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 1 – How the City Engages



### 4. Extent of Engagement

Certain projects are highly localised and impact just a few people or households, while others could impact all residents, businesses or visitors in Vincent. The examples below provide guidance on the extent of engagement campaigns for different projects that have worked in the past.

Project Example	Impacted Stakeholders	Extent
Localised: Character Areas – Cleaver Precinct	All homeowners in the Cleaver Precinct	Doorknocking and letter drops to all affected properties
Broad: Britannia North-West Development Plan	Users of Britannia Reserve	400m letter drop, based on the walkable catchment of the park
City-wide: Food Organics Garden Organics	All residents in Vincent	Brochure to all Vincent residents

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 2 – Statutory & Strategic Planning



Development assessment or 'statutory planning' involves the assessment of development applications to use land or undertake building works against planning controls.

Development applications are assessed against the Deemed Provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015*, the City's Local Planning Scheme (as amended), the Residential Design Codes and relevant Local Planning Policies.

Consultation for development applications is to occur in accordance with the minimum standards set out below to ensure a consistent approach to consultation on development applications.

### 1. Definitions

**Complex development application** means a development application which proposes or is of the type:

- Telecommunications infrastructure
- Development on City owned and managed land
- Mandatory or Optional Development Assessment Panel Form 1 applications as defined by the *Planning and Development (Development Assessment Panel) Regulations 2015*

**Directly adjoining properties** means only the properties with a boundary directly abutting to where the departure is proposed.

**Adjoining property** is as per State Planning Policy 7.3 Residential Design Codes.

**Adjacent property** means properties that would otherwise be adjoining to the subject site or property if not for being separated by a public road (*Refer Figure 1 and 2*).

### 2. Minimum Advertising Requirements

#### 2.1. Statutory Planning

Description	Minimum comment period (Calendar days) <sup>(1) (2)</sup>	Website	Extent of consultation <sup>(3)</sup> <sub>(9) (10)</sub>	Sign on site	Newspaper
<b>Uses and/or associated works <sup>(4)</sup></b>					
"P" and "D" uses that require the exercise of discretion	14 days	Yes	All adjoining and adjacent properties	No	No
"A" uses which have not previously been approved by the City	14 days	Yes	All adjoining and adjacent properties	Yes	No
Unlisted uses	28 days	Yes	200 metres radius	Yes	Yes
Non-conforming uses	14 days	Yes	All adjoining and adjacent properties	Yes	Yes

## COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

### Appendix 2 – Statutory & Strategic Planning



Description	Minimum comment period (Calendar days) <sup>(1) (2)</sup>	Website	Extent of consultation <sup>(3)</sup> <sub>(9) (10)</sub>	Sign on site	Newspaper
"A" uses and Unlisted uses which have previously been approved and do not significantly increase the intensity of the site	14 days	Yes	All adjoining and adjacent properties	No	No
"X" uses	Will not be considered by the City				
<b>Residential Development</b>					
Residential development that does not meet all deemed-to-comply criteria.	14 days	Yes	All adjoining and adjacent properties <sup>(5)</sup>	No	No
Development that proposes a building height of three storeys or more and proposes additional storeys above the deemed-to-comply height standards or Acceptable Outcomes	14 days	Yes	100 metres	No	No
<b>Heritage Development</b>					
Demolition of any structure/ building on a heritage protected place, unless: <ul style="list-style-type: none"> <li>written notification is provided by the City confirming the proposed structure/ building to be demolished does not contribute to the significance of the heritage place; and/ or</li> <li>the works are exempt by a local planning policy.</li> </ul>	14 days	Yes	All adjoining and adjacent properties	Yes <sup>11</sup>	Yes <sup>11</sup>

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 2 – Statutory & Strategic Planning



Description	Minimum comment period (Calendar days) <sup>(1) (2)</sup>	Website	Extent of consultation <sup>(3)</sup> <sub>(9) (10)</sub>	Sign on site	Newspaper
Alterations and additions of any structure/ building on a state heritage protected place, unless: <ul style="list-style-type: none"> <li>the works are for external fixtures (as defined by the Residential Design Codes) or restoration and/ or remediation works.</li> </ul>	14 days	Yes	All adjoining and adjacent properties	Yes	No
Any development application within a design guideline area, character retention area or heritage area adopted by Council through a local planning policy that does not meet all deemed-to-comply criteria <sup>(6)</sup>	14 days	Yes	All owners and occupiers located within that design guideline area, character retention area or heritage area	No	No
<b>Complex development applications</b>					
Mandatory or Optional Form 1 DAP applications	28 days	Yes	200 metres radius	Yes	Yes
Telecommunications infrastructure					
Development on City owned and managed land					
<b>Form 2 DAP Application <sup>(7)</sup></b>					
Amendment to a DAP application where: discretion is required; and	14 days  OR  28 days	Yes	All adjoining and adjacent properties  OR	No  OR  Yes	No  OR  Yes

## COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

### Appendix 2 – Statutory & Strategic Planning



Description	Minimum comment period (Calendar days) <sup>(1) (2)</sup>	Website	Extent of consultation <sup>(3)</sup> <sub>(9) (10)</sub>	Sign on site	Newspaper
works may have an impact on the amenity of nearby properties			200 metres radius		
<b>Public Works or Applications of State Significance or when the City is not the decision maker</b>					
All applications where the City is not the decision maker	Owners and occupiers are to be notified of the proposal as though it was a development application being determined by the City. Submitters are to provide their comments directly to the determining authority as per the information provided on the notification letter.				

#### 2.2. Strategic Planning

Description	Minimum comment period (Calendar days) <sup>(1) (2)</sup> <sub>(8)</sub>	Website	Extent of consultation <sup>(3)</sup> <sub>(9) (10)</sub>	Sign on site	Newspaper
<b>Local Planning Strategy (Strategy)</b>					
Local Planning Strategy	21 days	Yes	Stakeholder analysis	N/A	Yes
Amendment to Strategy	21 days	Yes	Stakeholder analysis	If it affects a specific site	Yes
<b>Local Planning Scheme (Scheme)</b>					
New Scheme	90 days	Yes	Stakeholder analysis	N/A	Yes
Modification to new Scheme	60 days	Yes	Stakeholder analysis	If it affects a specific site	Yes
<b>Amendments to a Local Planning Scheme (LPS)</b>					
Complex amendment	60 days	Yes	Stakeholder analysis	If it affects a specific site	Yes
Modifications to complex amendment	42 days	Yes	Stakeholder analysis	If it affects a specific site	Yes
Standard amendment	42 days	Yes	Stakeholder analysis	If it affects a specific site	Yes
Modification to standard amendment	21 days	Yes	Stakeholder analysis	If it affects a specific site	Yes

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 2 – Statutory & Strategic Planning



Description	Minimum comment period (Calendar days) <sup>(1) (2)</sup> <sub>(8)</sub>	Website	Extent of consultation <sub>(3) (9) (10)</sub>	Sign on site	Newspaper
<b>Local Planning Framework</b>					
Structure Plan (new or amendment)	42 days	Yes	Stakeholder analysis	Yes	Yes
Local Planning Policy (new and amendment)	21 days	Yes	Stakeholder analysis	If it affects a specific site	Yes
Local Development Plans (new or amendment)	14 days	Yes	Stakeholder analysis	Yes	Yes

**Notes:**

- (1) With exception of those time periods as outlined in Section 7 of this Policy in relation to advertising over weekends and holiday periods.
- (2) The advertising period commences on the date the notification letters are sent by the City and where applicable, the sign on site is erected.
- (3) The extent or radius of advertising may be extended at the discretion of the City.
- (4) Land use classifications are in accordance with Clause 18 of the City’s Local Planning Scheme No. 2.
- (5) Where a departure may have an adverse impact on a specific property/ies, the City may reduce the extent of advertising to only those who may be affected.
- (6) Does not include the William Street Design Guideline Area and structures above or adjacent to the Graham Farmer Freeway Tunnel Northbridge Design Guideline Area.
- (7) Advertising requirement options specified is dependent on the extent of discretion sought and the extent of potential impact on the amenity of nearby properties, in the opinion of the City.
- (8) In accordance with the *Planning and Development (Local Planning Scheme) Regulations 2015* the local government may decide not to advertise an amendment if, in the opinion of the local government and the Commission, the amendment is of a minor nature.
- (9) Includes owners and occupiers of a property.
- (10) The Policy process detailed under Appendix 1 ‘How the City engages’ shall be followed to determine interested and affected stakeholders, and the most appropriate way to engage with them.
- (11) A sign on site and notification in the local newspaper is only required for full demolition of a structure/building on a heritage protected place.

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 2 – Statutory & Strategic Planning

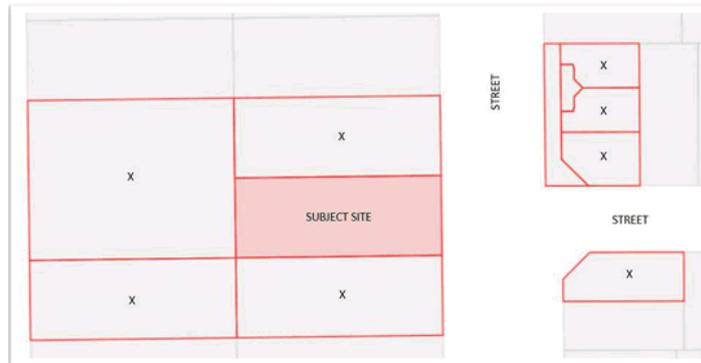


Figure 1 – Example of the extent of consultation to adjacent properties where there are varying lot layouts.

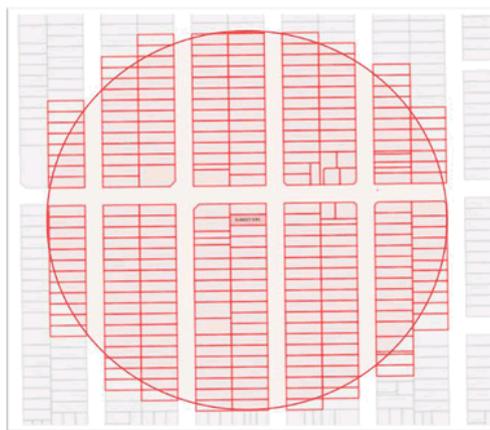


Figure 2 – Example of extent of consultation based on a radius from the boundary of a subject site.

## COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

### Appendix 2 – Statutory & Strategic Planning



#### 3. Re-advertising

Where a development application has been previously advertised and the City receives amended plans following the community consultation period, the application would be subject to a further consultation period where, in the opinion of the City:

- a) The amended plans propose new or greater departures to the deemed-to-comply or acceptable outcome (or equivalent) standard specified in the planning framework than that previously advertised and those departures may have an impact on the amenity of an adjoining property or the street; or
- b) The amended plans result in a significantly different proposal to that which was previously advertised; or
- c) Where a proposal has received opposition during advertising and subsequently significant amendments are made, the application shall be re-advertised for a minimum of 7 days. This will involve emailing or writing to all authors of previous submissions.

Where the City is satisfied the development would not have an impact on the amenity of adjoining properties and/or streetscape, community consultation may not be necessary.

Notwithstanding the above, any re-advertising may only be undertaken where it does not compromise the City's statutory obligations to comply with the timeframes and processes prescribed by the Planning and Development (Local Planning Scheme) Regulations 2015. In the instance the City is unable to re-advertise the proposal, the previous submitters are to be notified of the proposed changes to the development application only.

#### 4. Variations to advertising

There may be need to vary the advertising requirements of this Policy due to details of a particular development application. These development applications will be considered on a case-by-case basis. The City may increase the length of the advertising period or require additional methods of advertising where it is deemed to be in the public interest, and relevant to the consideration of a proposal.

The City may increase the length of the advertising period or require additional methods of advertising where, in the opinion of the City, owners and/or occupiers of properties in the vicinity of the proposed development are likely to be affected by the granting of development approval.

Variations to the requirements of this Policy may only be possible where they do not compromise the City's statutory obligations to comply with the timeframes prescribed by the *Planning and Development (Local Planning Scheme) Regulations 2015*.

#### 5. Other requirements

- Development plans, other supporting documentation and a summary of the proposal are to be available on the City's website and at the Administration and Civic Centre, and Library and Local History Centre during the comment period.
- Where provided by the applicant perspective drawings of development proposals should be included as a document being advertised.

## COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

### Appendix 2 – Statutory & Strategic Planning



- In instances where the applicant submits to the City written documentary evidence that the owner(s) and occupier(s) of all or some adjacent affected properties have no objection to their proposal, the City will still undertake consultation in accordance with this Policy. If the applicant does submit such documentary evidence, then this evidence will be considered together with the public submissions.
- Where the extent of consultation includes properties within another local government area, the City will obtain the owner and occupant details from the adjoining local government and advertise the proposal in accordance with the requirements of this Policy.
- Where a subject or an adjacent affected property contains between one (1) unit and twenty (20) units, inclusive, the owner(s) and occupier(s) of all units on that property, are to be notified in writing.
- Where a subject or an adjacent affected property contains more than twenty (20) units, the body corporate/strata company and the owner(s) and occupier(s) of the directly affected units, as determined by the City, are to be notified in writing.
- The City will rely on its rate records for the purpose of notifying owner(s) and occupier(s) of the adjacent affected properties. The onus is on the owner(s) and occupier(s) of a property within Vincent to inform the City in writing of any changes in their address details as and when this occurs. The *Planning and Development (Local Planning Schemes) Regulations 2015* permits costs and expenses incurred by the City in advertising a proposal, in addition to any fees paid for the application, to be payable by the applicant.



## **CITY OF VINCENT**

### **COMMUNITY CONSULTATION POLICY NO. 4.1.5**

**Adopted by Council on 22 July 2014**

## COMMUNITY CONSULTATION OBJECTIVES

The City of Vincent will ensure

- That members of the community are informed of matters that affect them;
- That members of the community are provided with sufficient information to enable them to make informed comment on those matters;
- That it is easy for members of the community to comment;
- That all comments received are given due consideration by decision makers; and
- That all members of the community who provide comments are informed of the outcome.

## INTRODUCTION

### 1. WHEN WILL COMMUNITY CONSULTATION BE UNDERTAKEN?

1.1 The City of Vincent will undertake formal community consultation when:

- (i) a decision is likely to have significant impact on a particular individual or group in the community;
- (ii) there is, or is likely to be, strong community concern or interest in the issue;
- (iii) the proposals before the Council are anticipated to have a significant impact on the economy, lifestyle, amenity and/or environment of the City or its residents;
- (iv) government agencies, other than the Council, have a stated interest in any policy or plans being considered;
- (v) the resolution of an issue or implementation of a proposal is likely to require a substantial redirection of ratepayer funds either by up-front or ongoing costs;
- (vi) the future use of a significant area of land within the City is being decided;
- (vii) information is needed by Council Members or Officers about community needs, priorities or values to ensure planning is appropriate and responsive;
- (viii) the Council has statutory obligations to consult with the community; or
- (ix) the Council wishes to ensure that minority or disadvantaged groups have information about, and access to, the Council's services and programmes.

1.2 While the Council will consult with the community wherever possible, it may not be practicable where:

- (i) The Council must make a decision quickly in the interests of the City (e.g. public safety);
- (ii) the Council is bound by legal, commercial or legislative constraints; and
- (iii) the decisions concern minor "day-to-day" matters.

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**2. KEY PRINCIPLES****2.1 The Council will make decisions based on the views and needs of the Vincent community by:**

- (i) ensuring the Vincent community is involved in the review of policy, planning and service development and has ownership of the outcomes;
- (ii) taking into account the issue, community interest and needs, and cost; and
- (iii) ensuring that Council is responsive and accountable in its decision-making, resource management and expenditure.

**2.2 The Council will work towards maximum community participation by:**

- (i) making participation as easy and accessible as possible by considering people's different needs;
- (ii) ensuring public consultations are widely advertised in a range of media;
- (iii) ensuring a wide range of consultation strategies are provided to meet individual needs.
- (iv) ensuring public consultation venues are consistent with Disability Service Commission Guidelines.
- (v) ensuring everyone who is affected by or interested in a particular issue has the opportunity to have their say;
- (vi) allowing sufficient time for maximum participation of interested parties;
- (vii) encouraging groups to select their own representative(s) to work with Council;
- (viii) providing an environment where people feel safe to express their views;
- (ix) providing the necessary information so that people can determine if the issue affects them and to enable them to make an informed comment; and
- (x) employ staff with appropriate skills and/or ensure staff who participate in community consultation are adequately trained or where required, receive adequate training.
- (xi) consultations are evaluated for accessibility for broad representation where possible.

**2.3 The Council where possible will demonstrate a clear focus and purpose by:**

- (i) advising the community of the reason for the consultation and what it aims to achieve;
- (ii) explaining Council's role in the consultation, and that of the other participants;
- (iii) making available relevant, accurate, accessible, easy-to-understand background information in sufficient time for people to be well informed, while giving due consideration to commercially sensitive or personal information;
- (iv) where possible working towards outcomes that have broad community support;
- (v) advising people how their feedback and comment will be incorporated into the decision making process; and
- (vi) using information only for the stated purpose, unless the community or individual has given prior approval.

**2.4 The Council will listen and respond to participants by:**

- (i) respecting and valuing Vincent’s diverse community and the wide-ranging views and interests that may be represented;
- (ii) being receptive and responsive to new ideas;
- (iii) making all reasonable attempts to resolve conflicts and reach acceptable solutions;
- (iv) allowing sufficient time to debate and investigate any unexpected and important issues that arise;
- (v) advising participants of Council decisions (where practicable); and
- (vi) informing participants of the decision making process where possible.

**2.5 The Council will be efficient, responsible and accountable by:**

- (i) balancing the commitment to engage effectively with the need to manage ratepayers’ monies and community interests prudently; and
- (ii) evaluating feedback from participants and decision-making process is documented where appropriate, to assist with planning for future consultations.

**3. RESTRICTION ON CONSULTATION AND ADVERTISING**

- (i) Consultation to avoid mid-December to mid-January period

In recognition of the special nature of the holiday period of Easter and between mid-December and mid-January, advertising or consultation required for any Planning proposal other than development applications, will not be undertaken during this period. Any such advertising or consultation shall be timed so as to conclude prior to mid-December or alternatively, not to commence until mid-January.

For development applications, an extended duration of consultation is prescribed for the period between 18 December and 8 January, as shown in the following Table:

HOLIDAY PERIOD	COMMENT PERIOD
Weekends	Comment period includes weekend days
Public Holidays	Comment period excludes public holidays. Where a consultation period prescribed by this Policy includes declared public holidays, the consultation period shall be extended by the number of public holidays
Easter Festive Period	Comment period excludes the weekend days and public holidays during this period
Period from 18 December to 8 January inclusive (including Christmas-New Year Festive Period)	No consultation or advertising is to be carried out in the period from 18 December to 8 January inclusive. Where advertising has commenced, but has not completed been prior to this period, the portion (days) of the comment period that falls within this period is to be added from 9 January, excluding any public holidays

**4 AUTHORITY TO VARY THE EXTENT OF CONSULTATION**

The Chief Executive Officer;

- (i) shall determine the type and extent of community consultation, in liaison with the Mayor, where it has not been prescribed in the Policy, Guidelines and Procedures.
- (ii) has the discretion to increase the extent, method or duration of the consultation provisions of this policy, due to specific exceptional circumstances relating to a matter, including, but not limited to:
  - the unique scale and nature of a proposal or significant development;
  - where the existing proposal or significant development has received substantial opposition, concerns or complaints; or
  - the proposed significant development has a substantially greater potential to cause undue impact on the locality compared to a similar 'standard' development; or
  - where a Local Planning Policy may have significant implications on a specific sector of the community.
- (iii) has the discretion to require an Applicant for a proposal/significant development to hold one or more public meetings/forums, at no cost to the City, to explain the proposal to the community where in the opinion of the Chief Executive Officer the proposal/significant development may be of a complex nature, or may affect a broader area or be of considerable interest to the community.

Any such meetings/forums should be:

- held prior to or in the very early part of the proposal or significant development being advertised for public comment;
- held in a convenient location (preferably within the local community that is most likely to be impacted by the proposal);
- held at a convenient time; and
- adequately promoted or advertised to the community, including through a combination of:
  - the use of leaflets/flyers;
  - letters;
  - a prominent sign on the site; or
  - advertisements in the media, to the satisfaction of the Chief Executive Officer.

<b>Date Adopted:</b>	<b>25 September 2001, 22 July 2014</b>
<b>Date Amended:</b>	<b>November 2010, 22 March 2011, 26 February 2013, 22 July 2014</b>
<b>Date Reviewed:</b>	<b>13 September 2005, 7 December 2010, 22 March 2011, 26 February 2013, 22 July 2014</b>
<b>Date of Next Review:</b>	<b>March 2016</b>

## Appendix 1: Statutory Consultation

No	Subject	Legislation	Minimum Requirement	Additional Consultation or Notification
1.	LOCAL LAW – Making of New	s.3.12.(3) s.3.12.(3a)	State-wide Public Notice Local Public Notice	Council Website Letter to Business & Community Groups
2.	LOCAL LAW – Publishing of New	s.3.12.(5)	Publish in the Government Gazette	Council Website
3.	LOCAL LAW – Notice After Making New	s.3.12.(6)	State-wide Public Notice	Council Website
4.	LOCAL LAW – Review of Existing	s.3.16.(2) s.3.16.(2a)	State-wide Public Notice Local Public Notice	Council Website Letter to Business & Community Groups
5.	LOCAL LAW – Decision Whether to Repeal or Amend	s.3.16.(5)	State-wide Public Notice Local Public Notice	Council Website Letter to Business & Community Groups
6.	ROAD (Thoroughfare) CLOSURES – To Vehicles	s.3.50.(4) Local Govt. (Functions & General) Regulation 4.  s.3.50.(5)	Local Public Notice (reasonable time) – not less than 28 days • All public utility services • St John's Ambulance • Fire & Emergency Services Authority • Occupier of land that will lose access Main Roads Commissioner	Council Website Newsletter (if close to next regular publication) Letter to residents and business proprietors
7.	ROAD (Thoroughfare) CLOSURES – To Vehicles and Council (or Minister) decides to Revoke	s.3.50.(6)	Local Public Notice	Council Website Newsletter (if close to next regular publication) Letter to residents and business proprietors Letter to local businesses and community groups (as applicable)
8.	ROAD (Thoroughfare) CLOSURES – To Vehicles, Without Formal Prior Notice (e.g. Emergency)	s.3.50.(8)	Local Public Notice as soon as practicable after the closure	Council Website Newsletter (if close to next regular publication) Letter to residents and business proprietors
9.	ROAD (Thoroughfare) CLOSURES – For Repairs and Maintenance	s.3.50A.	No notification required if no significant adverse effect on users	Signs to be erected and local residents to be informed in writing unless closure is during normal working hours only
10.	ROADS – Altering Level and Alignment of	s.3.51.(3) Local Govt. (Functions & General) Regulation 5.	Owner(s) and occupier(s) of land adversely affected (in writing and not less than 14 days prior notice)	-

No	Subject	Legislation	Minimum Requirement	Additional Consultation or Notification
11.	ROADS – Draining Water from a Road or other Public Place onto Adjoining Land	s.3.51.(3) Local Govt. (Functions & General) Regulation 5.	Owner(s) and occupier(s) of land adversely affected (in writing and not less than 14 days prior notice)	-
12.	TENDERS – For Goods and Services	s.3.57. Local Govt. (Functions & General) Regulations 14.(1), 21.(3)	State-wide Public Notice (at least 14 days)	Council Website
13.	PROPERTY Major Land Transactions (Council Owned) – Disposing of	s.3.58.(3) Local Govt. (Functions & General) Regulation 30	Local Public Notice (at least 14 days)	Council Website Local Public Notice Letter to Business & Community Groups
14.	COMMERCIAL ENTERPRISES – Proposed by Council	s.3.59.(4)	State-wide Public Notice (at least 6 weeks) Local Public Notice (at least 6 weeks)	Council Website Local Public Notice Letter to Business & Community Groups
15.	ENROLMENTS – Close of Electoral Roll	s.4.39.(2)	State-wide Public Notice (at least 56 days – but not more than 70 days – before Election Day)	Council Website
16.	NOMINATIONS – Call for Candidates for Election	s.4.47.(1)	State-wide Public Notice (at least 45 days – but not more than 56 days – before Election Day)	Council Website
17.	ELECTIONS – How, When, Where Conducted and Who Candidates are (Election Notice)	s.4.64.	State-wide Public Notice (as soon as practicable but no later than 19 days before Election Day)	Council Website
18.	COUNCIL MEETINGS – Dates, Times and Place Where Held in Next 12 Months	s.5.25.(g) Local Govt. (Admin.) Regulation 12.(1)	Local Public Notice (at least once a year) Display in Administration Centre & Library & Local History Centre	Council Website Letter to Business & Community Groups Newsletter
19.	COUNCIL MEETINGS – Changes to Previous Notification	s.5.25.(g) Local Govt. (Admin.) Regulation 12.(2)	Local Public Notice	Council Website Newsletter (if close to next regular publication)
20.	SPECIAL COUNCIL MEETINGS – Date, Time, Place and Purpose (not required if meeting not open to the public)	s.5.25.(g) Local Govt. (Admin.) Regulations 12.(3) & 12.(4)	Local Public Notice or, if not practicable, in a manner and extent decided by the CEO	Council Website Letter to Business & Community Groups

No	Subject	Legislation	Minimum Requirement	Additional Consultation or Notification
21.	ELECTORS' MEETINGS – Date, Time, Place and Purpose	s.5.29.(1)	Local Public Notice (at least 14 days) Each Council Member (at least 14 days)	Council Website Letter to Business & Community Groups
22.	GRATUITY PAYMENTS – To Employees who are Retiring or Finishing	s.5.50.	Local Public Notice	-
23.	GRATUITY PAYMENTS – If More than the Amount Previously Determined by Policy	s.5.50.(2)	Local Public Notice	-
24.	ANNUAL REPORT – Availability of	s.5.55.	Local Public Notice (as soon as practicable after acceptance by Council)	Council Website CEO to determine list including Business & Community Groups, Govt Ministers and Dept of Local Govt & Regional Services
25.	PLAN FOR THE FUTURE – Where and When May be Inspected	s.5.56.	Local Public Notice (42 days submission period)	Council Website Letter to Business & Community Groups
26.	RESERVE ACCOUNTS – Changing Purpose of or if Using for Another Purpose	s.6.11.(2) Local Govt. (Financial Management) Regulation 18.	Local Public Notice (one month's notice) NOTE: No notice required if: <ul style="list-style-type: none"> <li>• Disclosed in budget or</li> <li>• Amount does not exceed \$5000 or</li> <li>• Authorised in advance by Mayor in an emergency</li> </ul>	Council Website Letter to Business & Community Groups
27.	FEES and CHARGES – Intention to Impose and Date From Which They Apply	s.6.19.	Local Public Notice	Council Website Letter to Business & Community Groups
28.	BORROWING MONEY or OBTAINING CREDIT	s.6.20.(2) Local Govt. (Financial Management) Regulation 20.	Local Public Notice (one month's notice) NOTE: No notice required if: <ul style="list-style-type: none"> <li>• Included in budget or</li> <li>• Re-financing a loan or another accommodation except if a major variation</li> </ul>	Council Website Letter to Business & Community Groups

No	Subject	Legislation	Minimum Requirement	Additional Consultation or Notification
29.	BORROWING MONEY – Not Proceeding With or Using Unexpended Part for Other Purpose	s.6.20.(3)&(4) Local Govt. (Financial Management) Regulation 21.	Local Public Notice (one month's notice) NOTE: No notice required if: <ul style="list-style-type: none"> <li>Amount does not exceed \$5000 or</li> <li>Authorised in advance by Mayor in an emergency</li> </ul>	Council Website Letter to Business & Community Groups
30.	DIFFERENTIAL RATES and ASSOCIATED MINIMUM PAYMENT	s.6.36.	Local Public Notice (within two months prior to the financial year – not less than 21 days submission period) NOTE: No notice required if: <ul style="list-style-type: none"> <li>Supplementary rate or</li> <li>Specified area rate or</li> <li>Proposed rates or minimum payment is modified after having considered submissions</li> </ul>	Council Website Letter to Business & Community Groups
31.	REVESTMENT OF LAND – For Non-payment of Rates etc	s.6.74. Local Govt. (Financial Management) Regulation 77.	Publish in the Government Gazette (not less than 30 days from notice to parties nominated in the Regulation)	-
32.	WARD BOUNDARIES REVIEW – At least once in every eight (8) years	s.2.2.(3) Schedule 2.2 – Clause 7.(1)	Local Public Notice (not less than six weeks' notice)	Council Website Letter to Business & Community Groups
33.	SALE OF LAND - For Unpaid Rates etc	s.6.68.(3) Schedule 6.3 – Clause 1.(1) and 1.(3)	Official Notice Board (not less than 35 days) and/or Local Public Notice	-
34.	SALE OF LAND (For Unpaid Rates, etc) - ADVERTISING	s.6.68.(3) Schedule 6.3 – Clause 2.(1) and 2.(2)	State-wide Public Notice	-

## 6.2 LAND ADMINISTRATION ACT 1997

No	Subject	Legislation	Minimum Requirement	Additional Consultation or Notification
35.	REQUEST TO MINISTER TO DEDICATE PRIVATE ROAD AS PUBLIC ROAD	s.56.	No requirement if public has had uninterrupted use for not less than 10 years	Owner of the private road, adjoining property owners and public utilities
36.	REQUEST TO MINISTER TO ACQUIRE PRIVATE ROAD AS CROWN LAND	s.52.(3)	State-wide Public Notice Notice to owner of the road, adjoining property owners and public utilities	-
37.	REQUEST TO MINISTER TO PERMANENTLY CLOSE A ROAD	s.58.(3)	State-wide Public Notice	Adjoining property owners and public utilities
38.	REQUEST TO MINISTER TO ACQUIRE AS CROWN LAND ANY ALIENATED LAND FOR A PUBLIC PURPOSE	s.52.(1)(a)	State-wide Public Notice Notice to owner of the land, adjoining property owners and public utilities	-

## 6.3 BUSH FIRES ACT 1954

No	Subject	Legislation	Minimum Requirement	Additional Consultation or Notification
39.	FIREBREAK – Notice to Plough or Clear	s.33.(1)	Publish in the Government Gazette. State-wide Public Notice	Council Website

## Appendix 2: General Consultation

In addition to the information being placed on the City's website, the following will be carried out:

No	Subject	Minimum Requirement
1.	ANNUAL BUDGET – Draft	Local Public Notice – Advertise for <b>14 days</b> . Letter and draft document to Business & Community Groups.
2.	COMMUNITY NEEDS SURVEY	Consultation with owners and/or occupiers selected at random or from selected land-use zones, age groups, stakeholders etc, depending on what needs are being sought, or as recommended by consultant (if used).
3.	COMMUNITY SATISFACTION SURVEY	Consultation with owners and/or occupiers selected at random or from selected land-use zones, age groups, stakeholders etc, depending on what information is being sought, or as recommended by consultant.
4.	COUNCIL NEWSLETTER	Delivered to letter boxes – unless the property owner has opted to receive electronic mail only. Website. Library and Administration Centre Service Counters.
5.	JOB VACANCIES	Internal- Advertisement on Intranet email to all Employees and Staff Notice Board. External- State-wide notice.
6.	LOCAL AREA TRAFFIC MANAGEMENT SCHEME (LATM) – Proposal to Conduct	Notice delivered or mailed to all owner(s) and occupier(s) within the designated area and those on both sides of the perimeter roads giving them <b>14 days</b> to provide comment, excluding "Black Spot" projects. CEO can determine Local Public Notice – if required. "Black Spot" Projects A "Black Spot" is defined as a location whereby there have been more than five (5) accidents over a five (5) year period. <ul style="list-style-type: none"> <li>• Provide the community with an enhanced 'Information Bulletin' at the time prior to construction outlining the background and rationale for the project; and</li> <li>• Provide potentially affected residents (upon request) with all the relevant information including, but not limited to, the approved design, accident information and posts this information on the City's website.</li> </ul>
7.	MAJOR TOWN PLANNING PROPOSALS/STUDIES MAJOR ROAD PROPOSALS MAJOR RESERVE DEVELOPMENT PROPOSALS	Regular or Special edition of Newsletter to all owners/residents of selected target area, with or without pre-addressed and pre-paid mail-back response form. Newsletter also mailed to all non-resident owners. Local Public Notice.
8.	PARKING RESTRICTIONS – Amending Existing or Introducing New	Notice delivered or mailed to all owner(s) and occupier(s) within the designated area and those on both sides of the perimeter roads providing them <b>14 days</b> to provide comment prior to implementation or amendment (extent of consultation at the discretion of the Director). Further letter sent prior to actual enforcement, giving <b>seven (7) days</b> moratorium on issuing Infringement Notices.

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No	Subject	Minimum Requirement
9.	PARKS AND RESERVES UPGRADES AND ENHANCEMENTS	<b>Significant Works:</b> Consultation will be carried out to an area of not less than 500m surrounding the park or reserve for at least <b>fourteen (14) days</b> . Local Public Notice (if required at the discretion of the Chief Executive Officer/Director).
10.	POLICIES - New and significant amendments	Local Public Notice for <b>21 days</b> . Letter to local Businesses & Community Groups.
11.	ROADWORKS/FOOTPATH UPGRADES/APPROVED INFRASTRUCTURE IMPROVEMENTS Including "Black Spot" Projects	Information Bulletin delivered at least <b>seven (7) days</b> prior to the commencement of works to all owner(s) and occupier(s) adjoining the proposal street and affected properties on the side streets of the proposal street. Local Public Notice (if required at the discretion of the Chief Executive Officer/Director).
12.	STREETSCAPE ENHANCEMENT SCHEME – Proposal to Initiate	Notice delivered or mailed to all owner(s) and occupier(s) adjoining the proposal street and affected properties on the side streets of the proposal street providing them <b>14 days</b> to provide comment. Local Public Notice.
13.	UNDERGROUND POWER SCHEME - Proposal	Notice delivered or mailed, to all affected owner(s) and occupier(s) in the proposal precinct Local Public Notice

**Appendix 3: Nature and Extent of Consultation**

In addition to the provisions of community consultation listed in the table below:

- Council Members and Precinct Groups are to be e-mailed weekly with a list of Planning, Building and Heritage matters which commenced advertising for public comment in that week. This list will be placed on the City's internet website for the benefit of interested members of the community; and
- Plans and documentation relating to the Planning, Building and Heritage matters are to be displayed in the Administration and Civic Centre, and Library and Local History Centre during the comment period. This is to be accompanied by the relevant City of Vincent Community Consultation Submission Form - Planning, Building and Heritage Matters and notice.

No.	Description	Comment Period <sup>(1)</sup>	Written Notification <sup>(2)</sup>	Signs on Site <sup>(3)</sup>	Newspaper <sup>(3)</sup>
1	<b>Development Applications – Uses and Demolition</b>				
1.1	"X" Uses <sup>(4)</sup>	Will not be processed	-	-	-
1.2	Minor Nature Development (as defined in Policy No. 7.5.1 – <i>Minor Nature Development</i> )	Not required	-	-	-
1.3	"P", "IP" and "AA" Uses <sup>(4)</sup> that involve the exercise of discretion	14 days	<b>Diagram A or Diagram B.</b>	No	No
1.4	"SA" and Unlisted Uses <sup>(4)</sup> – Not previously an approved use; or significantly increases the intensity of an approved use	21 days	<b>Diagram A or Diagram B.</b>	Yes	Local Newspaper
1.5	"SA" and Unlisted Uses <sup>(4)</sup> – Alterations and additions proposed to the existing approved use which does not significantly increase the intensity	14 days	<b>Diagram A or Diagram B.</b>	Yes for Taverns, Hotels, Night Clubs and the like. No to other uses.	Local Newspaper
1.6	Applications for Licensed Premises <sup>(5)</sup>	21 days	<b>150 metre radius<sup>(6)</sup></b>	No	No
1.7	Renewals and Applications for Variations of Existing Licensed Premises <sup>(5)</sup>	14 days	<b>150 metre radius<sup>(6)</sup></b>	No	No
1.8	Non-Conforming Use	21 days	<b>Diagram A or Diagram B.</b>	Yes	Local Newspaper
1.9	Change of Use for Home Business and Home Store	14 days	<b>Diagram A or Diagram B.</b>	No	No
1.10	Demolition of Existing Place/Building	14 days	<b>Diagram A or Diagram B.</b>	Yes for places on the City's Municipal Heritage Inventory or State Register of Heritage Places	No

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No.	Description	Comment Period <sup>(1)</sup>	Written Notification <sup>(2)</sup>	Signs on Site <sup>(3)</sup>	Newspaper <sup>(3)</sup>
<b>2</b>	<b>Development Applications – Residential Development</b>				
2.1	Minimum Advertising for Residential Development	14 days	Diagram A or Diagram B.	No	No
2.2	Single Dwelling – Three Storey	14 days	Diagram A or Diagram B.	No	No
2.3	Grouped Dwelling or Two Storey Multiple Dwelling Involving Four or More Dwellings	14 days	75 metre radius <sup>(6)</sup>	No	No
2.4	Three Storey Multiple Dwelling	21 days	100 metre radius <sup>(6)</sup>	Yes	Local Newspaper
2.5	Development Assessment Panel Applications or Four Storey or More Multiple Dwellings	21 days	150 metre radius <sup>(6)</sup>	Yes	Local Newspaper

No.	Description	Comment Period <sup>(1)</sup>	Written Notification <sup>(2)</sup>	Signs on Site <sup>(3)</sup>	Newspaper <sup>(3)</sup>
<b>3</b>	<b>DEVELOPMENT APPLICATIONS – NON-RESIDENTIAL AND MIXED-USE DEVELOPMENT</b>				
3.1	Minimum Advertising for Non-Residential and Mixed-Use Development	14 days	Diagram A or Diagram B.	No	No
3.2	Three Storey Non-Residential or Mixed-Use Development	14 days	100 metre radius <sup>(6)</sup>	Yes	No
3.3	Four Storey Non-Residential or Mixed-Use Development	21 days	150 metre radius <sup>(6)</sup>	Yes	Local Newspaper
3.4	Telecommunication Facilities – Low Impact	Notification Only	In accordance with the procedure outlined within the: Tele-communication Code of Practice; Tele-communication Act; Draft Industry Code-Deployment of Radio-communication Infrastructure.	No	No
3.5	Telecommunication Facilities – Other	21 days	In accordance with the procedure outlined within the: Tele-communication Code of Practice; Tele-communication Act; Draft Industry Code-Deployment of Radio-communication Infrastructure.	Yes	Local Newspaper

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No.	Description	Comment Period <sup>(1)</sup>	Written Notification <sup>(2)</sup>	Signs on Site <sup>(3)</sup>	Newspaper <sup>(3)</sup>
4	<b>STRATEGIC PLANNING AND HERITAGE MANAGEMENT</b>				
4.1	Amendments to the Town Planning Scheme	In accordance with Town Planning Regulations	To owner(s) and occupier(s) of adjacent affected properties in accordance with the Town Planning Regulations as determined by the City of Vincent.	Yes if it affects a specific property	Local and State Newspaper
4.2	New and Amendments to Planning Policies	28 days	To owner(s) and occupier(s) of adjacent affected properties as determined by the City of Vincent. To Western Australian Planning Commission, and other appropriate government agencies as determined by the City of Vincent.	Yes if it affects a specific property	Once a week for four consecutive weeks in a local newspaper
4.3	New and Significant Amendments to Structure Plans and Associated Plans	28 days	To owner(s) and occupier(s) of adjacent affected properties as determined by the City of Vincent. To Western Australian Planning Commission, and other appropriate government agencies as determined by the City of Vincent.	Yes if it affects a specific property	Local Newspaper
4.4	Planning and Heritage Projects and Initiatives	28 days	To owner(s) and occupier(s) of adjacent affected properties as determined by the City of Vincent. To Western Australian Planning Commission, and other appropriate government agencies as determined by the City of Vincent.	Yes if it affects a specific property	Local Newspaper

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## 5. Notes

- (1) The number of days in the Comment Period excludes public holidays, and Easter and Christmas-New Year Festive Periods as per the Table shown in Clause 5 – Holiday Periods.
- (2) In instances where the applicant submits to the City written documentary evidence that the owner(s) and occupier(s) of all or some adjacent affected properties have no objection to their proposal, the City will still undertake consultation in accordance with this policy. If the applicant does submit such documentary evidence, then this evidence will be considered together with the public submissions.

The owner(s) and occupier(s) of adjacent affected properties include those properties in an adjoining local government where that municipality readily provides the address of the affected properties and the name and address of the affected owners(s) and occupier(s).

Where a subject or an adjacent affected property contains between one (1) unit and twenty (20) units, inclusive, the owner(s) and occupier(s) of all units on that property, are to be notified in writing.

Where a subject or an adjacent affected property contains more than twenty (20) units, the body corporate/strata company and the owner(s) and occupier(s) of the directly affected units, as determined by the City, are to be notified in writing.

If a right-of-way exists between the proposed development site and an adjacent affected property, the owner and occupier of that affected property will still be sent written notification by the City.

The City will rely on its rate records for the purpose of notifying owner(s) and occupier(s) of the adjacent affected properties. The onus is on the owner(s) and occupier(s) of a property within Vincent to inform the City in writing of any changes in their address details as and when this occurs.

- (3) Details of the Written Notification Letters, Signs and Newspaper Notices are addressed in Clause 9 – Written Notification Letters and Clause 10 – Consultation Signs and Newspaper Notices of Policy No. 4.1.5 relating to Community Consultation.

- 
- (4) Clause 13 of the City of Vincent Town Planning Scheme No. 1 classifies land uses for each scheme area using the following codes and meanings:
- X - means a use that is not permitted by the Scheme;
  - P - means that the use is permitted by the Scheme;
  - IP - means a use that is not permitted unless such use is incidental to the predominant use as decided and approved by the Council;
  - AA - means that the use is not permitted unless the Council has exercised its discretion by granting planning approval; and
  - SA - means that the use is not permitted unless the Council has exercised its discretion and has granted planning approval after giving special notice in accordance with Clause 37.
- Clause 15 of the City of Vincent Town Planning Scheme No. 1 defines Unlisted Uses. These are uses which are not listed in the Zone table of Town Planning Scheme No. 1.
- (5) Licensed Premises include any proposal for a use for which a liquor license is to be applied in accordance with the Department of Racing Gaming and Liquor.
- (6) To owner(s) and occupier(s) of adjacent affected properties within the prescribed radius of the site. This may be extended at the discretion of the City.

**6. Extent of Consultation – Diagrams**

Applied to: 1.3            2.1            3.1  
 1.4            2.2  
 1.5  
 1.8  
 1.9  
 1.10

**Diagram A - Development Located Mid-Block Site**

 Proposed development site  
 ✓ Adjacent affected property

		Road		
	✓			✓
	✓			 ✓
	✓			✓

**Diagram B - Development Located Corner Site**

 Proposed development site  
 ✓ Adjacent affected property

		Road		
	✓			✓
	✓			 ✓
Road				Road
	✓			✓

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## Frequently Asked Questions

### SHOULDN'T A DEVELOPMENT COMPLY WITH THE REQUIREMENTS?

Proposed developments within the City are assessed under the City of Vincent Town Planning Scheme, relevant planning policies or the Residential Design Codes which:

- aims to control and guide development and growth in a responsible manner and
- accommodate and respond to change.

Whilst the Town Planning Scheme and relevant planning policies aim to respond to best practice planning principles, they can not cater for all development scenarios. For this reason they have been developed with a focus on what they are trying to achieve rather than on how to achieve it. This is more clearly explained in the next section. This approach, which is called a 'performance based approach', may require the City to exercise some discretion. Where discretion is required the application will be advertised, generally for a minimum of 14 days, in accordance with Policy No. 4.1.5 relating to Community Consultation.

Following the period of consultation, the City's Officers will consider the merits of the application to ensure that the proposal is appropriate and will not have an undue impact on the amenity of the area. All comments or submissions received by the City will be considered when determining any development application/proposal, in the context of the City's legal responsibilities, the interests of the affected community and the reasonable expectations and rights of the applicant.

### HOW CAN THE COUNCIL APPROVE A NON-COMPLYING APPLICATION?

A planning application for residential development is generally assessed against the Residential Design Codes and the City's Residential Design Elements Policy. Both the Codes and the City's Policy comprise two approaches for assessing and determining a planning application:

1. Design Principles/Design Solution and
2. Deemed-to-Comply Provisions.

'Design Principles/Design Solution' describe the outcome that is sought rather than the way that it can be achieved. For example, when considering privacy requirements the Performance Criteria Design Principles/Design Solution state that the direct overlooking of active habitable spaces (e.g. bedrooms, living areas) should be minimised through building layout, location of major openings and screening. No hard and fast rule is defined. By focussing on the desired outcome rather than providing a prescriptive rule creative designs are not stifled and a wide range of designs can be contemplated.

Deemed-to-Comply' illustrate one way of satisfactorily meeting the Design Principles/Design Solution. This provides some certainty to an applicant by defining one of the ways to meet the Design Principles/Design Solution, but it is not necessarily the only way. If an application does not meet the Deemed-to-Comply Provisions the Council needs to determine if the application still meets the Design Principles/Design Solution (i.e. does it achieve the desired outcome). It is in situations like this that the Council needs to exercise discretion in deciding whether the Design Principles/Design Solution have been met.

The City is not allowed to refuse an application for a particular element if the application meets the Deemed-to-Comply Provisions for that element. City Officers assess each application to identify where the Deemed-to-Comply Provisions have been met and therefore must be accepted. Those elements that do not meet the Deemed-to-Comply Provisions, and therefore must be assessed against the Design Principles/Design Solution, are identified and are listed for consideration by the neighbours and affected parties, and ultimately for assessment by the City.

For further information on assessing a planning application, including definitions of common planning terminology, visit our website [www.vincent.wa.gov.au/communityconsultation](http://www.vincent.wa.gov.au/communityconsultation) (scroll down to Definitions of Planning Terminology)

#### **CAN I OBTAIN MORE INFORMATION ABOUT THE PROPOSAL?**

Yes. Large scale site plans, plans, elevations and other relevant information is available for public viewing at the Administration and Civic Centre, 244 Vincent Street (cnr Loftus Street), Leederville between 8.00am and 5.00pm, Monday to Friday (excluding public holidays) or at the Library and Local History Centre during opening hours as follows:

Monday	9.00am to 6.00pm
Tuesday	9.00am to 8.00pm
Wednesday	9.00am to 6.00pm
Thursday	9.00am to 8.00pm
Friday	9.00am to 5.00pm
Saturday	9.00am to 1.00pm
Sunday	1.00pm to 4.00pm
Public Holidays	Closed

You may also contact the Planning Officer, whose name appears on the consultation letter, if you have any questions or visit the City of Vincent website [www.vincent.wa.gov.au](http://www.vincent.wa.gov.au) under "Community Consultation".

### WHAT SHOULD MY SUBMISSION SAY?

A submission should be made on the enclosed '*Community Consultation Submission Form*'; (the form may also be downloaded from [www.vincent.wa.gov.au](http://www.vincent.wa.gov.au)). If you wish to provide further comments regarding an application you can attach a separate page/letter to the '*Community Consultation Submission Form*'.

Your submission should clearly state the reasons why you object to, or support the development proposal and should relate directly to the variations proposed by the development to the standards of the Scheme, the Codes or any relevant planning policies as identified in the referral letter. Typical variations that may arise include privacy; overshadowing; height, bulk and scale; streetscape and character; and car parking.

A good submission is:

- **Brief and to the point:** If your submission needs to be lengthy because of the issues involved or a number of grounds for objection, then it is a good idea to include a single page summary sheet for easy reference.
- **Supported by reason and facts:** Take the time to gather the facts. Talk to the Planning Officer who is dealing with the application prior to writing your submission and make sure that you understand what is proposed. Base your submission on the facts, not on hearsay. Once you are sure of the facts, prepare your submission based on how the proposal will affect you and the enjoyment of your property.

As the responsible planning authority, the City is not authorised to consider 'non-planning' matters. Therefore, submissions which are based on civil or non-planning matters will not be considered. Examples of such matters include possible impact on property values, vistas or dividing fences.

### WHAT IF I AM SATISFIED WITH THE PROPOSED DEVELOPMENT APPLICATION? DO I HAVE TO MAKE A SUBMISSION?

No. You should judge whether or not the proposal will affect you. This may involve some discussion with the Planning Officer handling the application. If you are satisfied with the proposed development, there is no need to make a submission (however, you may wish to do so). In any case, a Planning Officer will make an assessment of the proposal. This includes matters such as overshadowing, privacy, noise, traffic and building design.

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**WHAT WILL HAPPEN TO MY SUBMISSION?**

Your submission, along with others received, will be considered as part of an overall assessment. In some cases the concerns raised in submissions may be forwarded to the applicant for their response (your personal details will not be disclosed). Sometimes this leads to a redesign of the development.

The submissions received form part of the assessment of an application and must be balanced with the City's statutory obligations.

The City is obliged to determine a development application within 60 days. Given this timeframe, it is not usually possible to have a second community consultation period for a redesigned development application. However, if you make a submission and elect to be kept informed on the Community Consultation Form, the contact officer will advise you if and when the matter is to be determined by Council. You are welcome to attend the Council meeting and may wish to take the opportunity to address Council on the development application during public question time, where you have the opportunity to speak for up to 3 minutes. You may also wish to contact the Mayor or Councillors by email or telephone. Council member contact details available on our website – just search 'mayor and council' or visit: [www.vincent.wa.gov.au/Your\\_Council/About\\_Your\\_Mayor\\_Councillors](http://www.vincent.wa.gov.au/Your_Council/About_Your_Mayor_Councillors)

You can also contact the Planning Officer handling the application for information on any changes to the proposed development following on the community consultation process.

**WILL THE APPLICANT OR ANYONE ELSE KNOW THAT I HAVE MADE A SUBMISSION?**

The Council has a policy relating to Privacy Management and will not disclose names and other personal information to a third party, without your prior consent. The Council is subject to the Freedom of Information laws and does not publish the names or addresses of those who make submissions. However, in some circumstances the applicant may be advised of the source and issues raised in the submissions to enable them to resolve any problems raised. You will be advised in such cases.

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**SHOULD I SIGN A PETITION?**

You may find that someone has started a petition to object or support a development proposal. Someone may also ask you to sign a proforma letter (this is a standard letter signed by various people). The City will consider any petitions or letters which are received. However, an individual letter about how the proposal will affect you gives the City a much clearer picture of the likely effects.

**WILL THE APPLICATION BE REPORTED TO THE COUNCIL FOR DETERMINATION?**

Primary responsibility for making decisions rests with the elected Council, at a Council Meeting. However, for some development applications, the Council has also delegated some decision-making responsibility to the Chief Executive Officer.

Details on what is required to be reported to the Council are outlined in the Delegated Authority Register, which is available on the City's website. Generally, it is only larger applications which are determined by the Council (e.g. a patio or addition to a dwelling would generally not require the Council's determination).

However, if there are more than five (5) written objections received for an application, the application must be reported to the Council for determination.

**CAN A DECISION BE APPEALED?**

Once a decision has been made, the applicant can appeal that decision or any element of the decision to the State Administrative Tribunal (SAT) if they are dissatisfied with the outcome.

**THIRD PARTY PARTICIPATION IN PLANNING APPEALS**

Generally there are no third party appeal rights in relation to planning decisions in Western Australia, however, in certain circumstances it may be possible for a third party to participate in a planning appeal. The usual way is for a third party to provide a witness statement to the City and, if required, to give evidence at the hearing.

In certain circumstances (e.g. a legal or some other direct, material or special interest), the SAT may allow a third party who has a sufficient interest in a matter to make a submission – it should be noted that generally, it is not sufficient that the third party holds genuine and strong views or has taken an active interest in relation to the matter even when the third party is a body such as a community group or association. A third party who wishes to make a submission should write a letter to the SAT, to explain their position.

Further information may be obtained by visiting the SAT website [www.sat.justice.wa.gov.au](http://www.sat.justice.wa.gov.au) or by telephoning (08) 9219 3111.

[insert officer given name] [insert officer surname] ([insert officer phone])  
[insert Section]  
[document reference]

[document field1] [document type].[document year].[document number].[document part]

[DATE]

[fmt\_nm1][fmt\_nm2]  
[fmt\_ad1]  
[fmt\_ad2]  
[fmt\_ad3]

Dear Vincent resident/ratepayer

### INVITATION TO COMMENT » Have your say

To help us in our decision-making, we are writing to you today to encourage you to comment on the below proposal, as we'd appreciate your time and feedback:

<b>Proposal:</b>	<b>[insert item our for comment]</b>
<b>Consultation Period:</b>	[5 June – 3 July 2012] <i>**alter date but keep this format</i>

#### What is happening?

*\*\* Please refer to the Community Consultation Engagement Guidelines before writing this letter.*

*Add brief synopsis of what is happening, who it may affect and why it might be important to them – this and the above table is the most important part – must be effective and straight-forward, eg:*

The purpose of the Draft Masterplan is to provide an overarching document that provides the conceptual and strategic direction for the future development of the North Perth Town Centre, as a key location for revitalisation in Vincent. *The Masterplan may affect you if you are a property owner or landlord.*

*Add further headings (in bold – see some examples below) to separate relevant information into digestible chunks – the pertinent points must appear here on the front page – think about it -tailor this section to suit the item you're consulting on – don't just cut and paste.*

#### What is the process?

#### What area does this affect?

#### Why is this important?

#### Where can I find further information?

*Tailor this section to suit the item you're consulting on – don't just cut and paste.*

An Information Sheet on the proposal is attached. You can also visit the Community Consultation section of our website to explore the relevant information and documents – [www.vincent.wa.gov.au/communityconsultation](http://www.vincent.wa.gov.au/communityconsultation)

You may also view a hardcopy at the City's Administration and Civic Centre, and at the Vincent Library and Local History Centre. Should you require any further information or, please contact Strategic Planning Officer, on 9273 6000 or via email: [mail@vincent.wa.gov.au](mailto:mail@vincent.wa.gov.au)

**How do I submit my comments?**

*Tailor this section to suit the item you're consulting on – don't just cut and paste.*

Please note that we do require written feedback via the avenues below. We do also need your personal details but note that these will never be disclosed or published (eg: in Council Agendas) without your expressed consent.

*Via post* – handwrite your comments on the attached Submission Form and post it to the City's Chief Executive Officer.

*Via email* - comments may also be sent to us within an email addressed to the City's Chief Executive Officer at: [mail@vincent.wa.gov.au](mailto:mail@vincent.wa.gov.au)

*Via our website's online form* - Visit the 'Community Consultation' section of our website and then scroll down to the relevant item – click and submit your comments using the form.

*In person* - visit our Administration and Civic Centre during office hours and write your comments on a Submission Form.

**Please note that all comments are to be:**

- > Addressed to the Chief Executive Officer
- > Submitted with a reference to the **[insert item]**
- > Received no later than **5.00pm Tuesday 3 July 2014** *\*\*alter date but keep formatting*

**What happens after the consultation?**

*Add details of what action will occur, eg:*

The responsible officer will be in contact with everyone who provided feedback to advise of the outcome. The results will also be published in the 'News & Public Notices' section of our website.

Thank you for taking the time to provide us with your comments on this proposal.

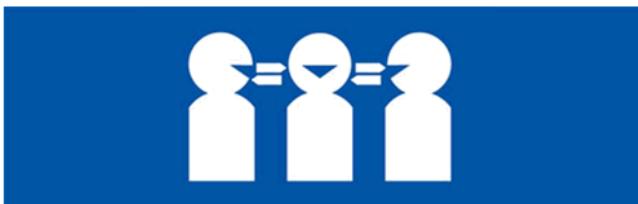
Yours sincerely

CHIEF EXECUTIVE OFFICER

*Encl.*

**Please note:**

This document is available in other formats and languages.



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[www.vincent.wa.gov.au/translate](http://www.vincent.wa.gov.au/translate)

**STAY IN TOUCH**





CITY OF VINCENT

**INFORMATION SHEET**

[insert item out for comment]

*[Insert a brief summary about the proposal. Refer to the Community Consultation Engagement Guidelines (available in the main Policy and on the Intranet)]*

Add info here

CHIEF EXECUTIVE OFFICER



CITY OF VINCENT



**COMMUNITY CONSULTATION SUBMISSION FORM » Have your say**

<b>File No:</b>	[insert]
<b>LOCATION OF PROPOSAL:</b>	[insert]
<b>PROPOSAL:</b>	[insert]
<b>REASONS FOR THE PROPOSAL:</b> [insert]	
<b>COMMENT PERIOD:</b>	<i>[insert date, keep formatting]</i>
<b>CONTACT OFFICER</b> (if you require further information):	[insert full name, title] <b>Tel:</b> 08 9273 6000 <b>Email:</b> mail@vincent.wa.gov.au

**» Please tick the appropriate box:**

<input type="checkbox"/> I <b>SUPPORT</b> the proposal <i>[Or tailor to what you need, eg: Option 1 or Option 2]</i>	<input type="checkbox"/> I <b>OBJECT</b> to the proposal	<input type="checkbox"/> I <b>NEITHER</b> support or object the proposal - but I do wish to provide feedback
---	--	--

**» Your personal details**

<b>Full Name:</b>			
<b>Affected Address:</b>			
<b>Postal address:</b> (if different to above)			
<b>Contact number(s):</b>		<b>Email:</b>	
<b>Signature:</b>		<b>Date:</b>	

In accordance with the City of Vincent *Privacy Management Policy No. 4.1.31*, your personal information will **not** be disclosed, made public or included in any agenda report - unless your consent is provided.

<input type="checkbox"/> I am an OWNER and OCCUPIER	<input type="checkbox"/> I am an OWNER	<input type="checkbox"/> I am an OCCUPIER
---	--	---



[insert officer given name] [insert officer surname] ([insert officer phone])  
[insert Section]  
[document reference]

[document field1] [document type].[document year].[document number].[document part]

[DATE]

[fmt\_nm1][fmt\_nm2]  
[fmt\_ad1]  
[fmt\_ad2]  
[fmt\_ad3]

Dear Vincent resident/ratepayer

*\*\*alter the below according to your consultation item.*

*\*\* Refer to the Community Consultation Engagement Guidelines before you begin consultation.*

### **INVITATION TO COMMENT » Have your say**

No. [Related Property Address] [Related Property Title]

We recognise that what's happening in your neighbourhood is important to you. When your neighbours submit plans to develop, or in some way alter their property, we understand that those plans may affect you. With this in mind, we strive to inform locals about these proposals and provide an opportunity for feedback - this helps us in our decision-making.

We are writing to you today to let you know that we have received an application for planning approval at the above address - we invite you to comment on the proposal:

<b>Applicant:</b>	[applicant name]
<b>Proposal:</b>	[insert item our for comment]
<b>Consultation Period:</b>	[5 June – 3 July 2012] <i>**alter date but keep this format</i>

The application requires the Council to exercise discretion in accordance with the City's Town Planning Scheme No. 1, Residential Design Codes and/or associated Policies we are seeking input from nearby or adjoining landowners and residents.

#### **Where can I find further information?**

*Tailor this section to suit the item you're consulting on – don't just cut and paste.*

The application, plans and documentation for this proposal are available for viewing at the following locations:

1. On the City's website: [www.vincent.wa.gov.au/communityconsultation](http://www.vincent.wa.gov.au/communityconsultation)
2. Administration & Civic Centre: weekdays, 8.00am-5.00pm, (excluding public holidays)
3. Library and Local History Centre during opening hours

Please note: in order to comply with copyright legislation, plans are not able to be photocopied or sent to you. Should you require any further information or, please contact Strategic Planning Officer, on 9273 6000 or via email: [mail@vincent.wa.gov.au](mailto:mail@vincent.wa.gov.au)

**How do I submit my comments?**

*Tailor this section – give as many options as possible (for access and inclusion).*

Please note that we do require written feedback. We also need your personal details but these will never be disclosed or published (eg: council agenda) without your expressed consent.

*Via post* – handwrite your comments on the attached Submission Form and post it to the City's Chief Executive Officer.

*Via email* - comments may also be sent to us within an email addressed to the City's Chief Executive Officer at: [mail@vincent.wa.gov.au](mailto:mail@vincent.wa.gov.au)

*Via our website's online form* - Visit the 'Community Consultation' section of our website and then scroll down to the relevant item – click and submit your comments using the form.

*In person* - visit our Administration and Civic Centre during office hours and write your comments on a Submission Form.

**Please note that all comments are to be:**

- > Addressed to the Chief Executive Officer
- > Submitted with a reference to the **[insert item]**
- > Received no later than **5.00pm Tuesday 3 July 2012** *\*\*alter date but keep formatting*

**What happens after the consultation?**

*Add details of what action will occur, eg:*

The responsible officer will be in contact with everyone who provided feedback to advise of the outcome. The results will also be published in the 'News & Public Notices' section of our website.

Thank you for taking the time to provide us with your comments on this planning application.

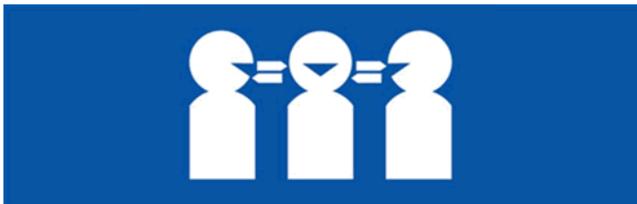
Yours sincerely

CHIEF EXECUTIVE OFFICER

*Encl.*

**Please note:**

This document is available in other formats and languages.



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CITY OF VINCENT



COMMUNITY CONSULTATION SUBMISSION FORM » Have your say	
File No: [insert]	Serial No: [insert]
LOCATION OF PROPOSED DEVELOPMENT:	[insert]
PROPOSED DEVELOPMENT:	[insert]
COMMENT PERIOD:	5 JUNE 2012 – 3 JULY 2012 ** [insert date; keep formatting]
CONTACT OFFICER (if you require further information):	[insert full name, title] Tel: 08 9273 6000 Email: mail@vincent.wa.gov.au

» Please tick the appropriate box:		
<input type="checkbox"/> I <b>SUPPORT</b> the proposal <i>[Or tailor to what you need, eg: Option 1 or Option 2]</i>	<input type="checkbox"/> I <b>OBJECT</b> to the proposal	<input type="checkbox"/> I <b>NEITHER</b> support or object the proposal - but I do wish to provide feedback

» Your personal details			
Full Name:			
Affected Address:			
Postal address: (if different to above)			
Contact number(s):		Email:	
Signature:		Date:	
In accordance with the City of Vincent <i>Privacy Management Policy No. 4.1.31</i> , your personal information will <b>not</b> be disclosed, made public or included in any agenda report - unless your consent is provided.			
<input type="checkbox"/> I am an OWNER and OCCUPIER	<input type="checkbox"/> I am an OWNER	<input type="checkbox"/> I am an OCCUPIER	

» Please Note

If you need further information on this process or how to submit your comments, feel free to read the enclosed Frequently Asked Questions, contact the Officer above. You can also read the City's *Community Consultation Policy 4.1.5* by visiting this link on the Vincent website: [www.vincent.wa.gov.au/communityconsultation](http://www.vincent.wa.gov.au/communityconsultation)

» Your comments

Feel free to provide your general comments below (or attach a separate page). You can also comment on the specific features of the development on the attached form.

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<b>File No:</b> [document field1]	<b>Serial No:</b> [document type].[document year].[document number].[document part]	
<b>Location of Proposed Development:</b>	NO. [RELATED PROPERTY ADDRESS] ([RELATED PROPERTY TITLE])	
<b>Proposed Development:</b>	PROPOSED [PROPOSAL]	
<b>Comment Period:</b>	<<INSERT COMMENT PERIOD DATES>>	
<b>Contact Officer:</b>	[DOCUMENT OFFICER GIVEN NAME] [DOCUMENT OFFICER SURNAME]	
	<b>Tel:</b> 9273 6000	<b>EMAIL:</b> mail@vincent.wa.gov.au

**YOUR COMMENTS ON THE ASPECTS REQUIRING LOCAL AUTHORITY DISCRETION:**

The below table outlines which features of the development the City (as a local government) is able to make judgement upon. We therefore welcome your comments on the individual aspects to assist us in making our decision. If you wish to provide further comments, please attach a separate page to this form.

Planning Element	Applicable Rule	Design Principle	Deemed-to-Comply	Proposed	Your comment

**Deemed-to-Comply Standards** > these are criteria that provide a straightforward pathway for assessment and approval.

**Design Principles/Design Solution** > these are general statements which define the different ways of achieving a desired development outcome, rather than specifying a prescriptive way of achieving it.

For further information on how planning applications are assessed, including definitions of planning terminology, visit our website [www.vincent.wa.gov.au/communityconsultation](http://www.vincent.wa.gov.au/communityconsultation) (scroll down to Definitions of Planning Terminology).

*Thank you for your feedback.*



CITY OF VINCENT

## COMMUNITY CONSULTATION INFORMATION – TOWN PLANNING

The following information is provided to assist you with making a submission to the City of Vincent (“the City”).

The term “*Community Consultation*” covers the range of activities that the City utilises to support the involvement of residents, non-residents, business proprietors, stakeholders, general public and other members of the community in the decision-making process.

The City is committed to seeking the views of affected stakeholders for all applications where the City is required to exercise discretion in accordance with the City of Vincent Town Planning Scheme, related planning policies or Residential Design Codes.

Community consultation is an important component of the City’s planning application process. It provides an opportunity for everyone who is potentially affected by a particular matter to have their say and enables the decisions of the City to be informed by the views and knowledge of the community. Further information can be found in Policy 4.1.5 - Community Consultation, which can be found on the City of Vincent website under Public Documents.

### Principles Of Consultation

1. *Consultation with adjoining owners/occupiers and affected stakeholders should commence prior to formally lodging a planning application with the City. It is usually more **productive**, as well as **courteous**, to advise neighbours of development proposals as far in advance as possible and, where necessary, **negotiate outcomes** that are mutually acceptable before a formal application is lodged.*
2. *Formal community consultation of a development application is only undertaken by the City when the Council is called upon to exercise discretion to determine proposals that seek variation to the City of Vincent Town Planning Scheme, relevant planning policies or the Residential Design Codes. If a development complies with the development requirements, then it will not be advertised.*
3. *Whilst any comments or submissions received by the City will be taken into account during the assessment and consideration of any development application or other proposal, such comments or submissions are not binding on the Council in the determination of the proposal.*

### Please note:

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[www.vincent.wa.gov.au/translate](http://www.vincent.wa.gov.au/translate)

## Community Engagement > Communication Guidelines

### Purpose

To improve the communications efforts for all community engagement projects.

These guidelines are designed to be read once and kept as a resource for all engagement activities. They aim to ensure that aspects such as our language, tone, formatting (etc) are consistent across all communications. The onus is on everyone to get the basics right. The Marketing and Communications Officer (MCO) can assist if required.

### The City's engagement language

- Our overall tone should be friendly and approachable – but remember we are a local government authority
- Language should be professional but not bureaucratic – proficient but not technical
- Where applicable, make it interesting and engaging – this will garner a better response (this doesn't suit all consultation, eg: simple planning apps or road closures). Make it fluent in the least.
- You can refer to the organisation as 'the City' – but feel free to also use 'we' or 'our' to convey approachability/friendliness, eg: "We're introducing new landscaping in this area..."
- Refer to the various departments as a 'team', eg: contact the City's Strategic Planning team or Planning Services team – much more approachable and personable
- Use your job title, not your full name, eg: Contact our TravelSmart Officer on 9273 6000...
- Use the main Vincent switch number (as opposed to direct lines) so that a team member can pick up if you are not there, or take a message for you if you are busy.
- You may also wish to use the main Vincent email address (mail@vincent.wa.gov.au), or a generic one you have created for your department (eg: travelsmart@vincent.wa.gov.au) – up to you

### Overall communication guidelines

*Have you...?*

- Thought about what info you need to communicate
- Made it clear, put thought into it, allowed time to write the information
- Catered to today's (usually) time-poor audience – you have a few seconds to engage someone
- Written it as if the audience knows nothing about the project (to cater for/reach a wide audience)
- Put the important information at the start (front page), then flowed nicely into the pertinent points
- Included all the relevant info – do people have everything they *need* to make a comment? What else would they *appreciate* knowing? Put yourself in their shoes
- Provided various methods for them to access the full details (website, foyer, library, etc)
- Written it in Word first - and spell and grammar checked it (before it goes on the website too)
- Had it checked and proofread *thoroughly* by a team member – or two (for serious/complex matters)
- Given Marketing a heads-up about items that are high-profile/interesting/newsworthy/contentious (for further promotion via media, e-news or social media)

**Key engagement essentials not to be missed***Have you...?*

- Clarified with your superiors whether or not you need to actually consult the public on the item
- Allowed yourself and the public enough time to garner a good response
- Used the standard letter and form templates (and hence followed the City's overall style/branding)
- Included any relevant Council Policies (the title) – and explained briefly what it means to people
- Incorporated clear headings for nice, digestible chunks of information
- Refrained from using long, cumbersome sentences
- Refrained from using bureaucratic language (unless a statutory requirement)
- Tailored the info to that specific item, rather than a cut and paste job
- Used bullet points/lists where applicable (for clarity)
- Clearly outlined the closing date for submissions, who to address comments to (CEO) and if they should include a reference number, etc.

*In addition to the above, have you also done this for the **website** (onscreen reading must be treated differently to reading off paper – onscreen is harder, must be clearer and more digestible):*

- Not just cut and pasted the info from a letter or advertisement (eg) – ensure that it suits the web context (eg: many put “plans can be accessed at our website”- on the actual web page!)
- Used clean hyperlinks (to docs/ web pages) on the website by hiding ugly/long URLs
- Used white space to separate/arrange information clearly
- Used the templates available (see IT or Marketing)
- Clearly convey what documents are available for download – and why we have provided them
- Are the maps and plans you have included readable, labelled, clear, logical, quick to download
- Ensured all documents are presented professionally and are clear (no low-resolution images, scribbled on pages, old/skewed/pixelated logos, etc)
- IT or Marketing can assist you

**Accessibility and information for all**

- Always ensure you offer a *variety of methods* for people to both *access* the information and also *submit* their feedback
- Always provide a contact at the City for further information
- Always include the language/translation information (on letter templates in Policy) below. Displayed is the word ‘translate’ in our five most spoken (non-English) languages. The blue symbol is an internationally recognised symbol for translation, so please include this text/image below and ensure it is big enough to read:

**Please note:**

This document is available in other formats and languages.



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[www.vincent.wa.gov.au/translate](http://www.vincent.wa.gov.au/translate)

**Post-consultation communication**

- After consultation is over, the Responsible Officer must ensure that respondents are contacted with the results and thanked for their contribution
- For high-profile or significant matters (especially those with a great deal of community interest or impact), the results are to be also published on the City's website (usually under the 'News & Public Notices' section).
- This link can then be (depending on the nature of the project – ask your Manager and Marketing) published to social media, sent to the media, all staff, community stakeholders, and so on. Reporting the results is important.

**Keeping a record of your efforts**

- Record keeping should be kept for significant, high-profile or extensive consultation projects – as deemed by a Director (or above) by using Appendix 3 - Community Engagement Action Plan template. This can then be used for reporting (if required) to the Mayor, Council, CEO, Director, the public and so on.

**Community Consultation > Engagement Action Plan template**

\* To be filled out for all high-profile or extensive consultation projects – as deemed by your Director (or above).

**1. Who is responsible?**

Contact person

**2. Outline the project you wish to communicate/consult on**

Project/initiative, plan, etc

**3. What level of consultation is required?**

Low – inform only (one-way), Medium - consult (two-way) OR High - collaborate (two-way)?

**4. Identify target audiences / stakeholders**

*You could outline this as your 'primary', 'secondary' and even 'tertiary' audience if you wish. Remember: if everyone is your target audience, then nobody is.*

Target audience(s)

**5. Identify your key engagement objectives**

*Stick to 2-3 key goals - stay focused. Ensure they are SMART: (Specific, Measurable, Achievable, Realistic, Timely). State these now – and stay focused during the project. Make sure you know what you want to get out of consultation. MCO (Marketing & Communications Officer) can assist you with this if you need. Some examples below.*

<b>Project objective 1:</b> EG Get at least 30 responses to the letter
Results (did this occur? fill this in after project is complete):

<b>Project objective 2:</b> EG Positive feedback for the project from a wide range of sources, including experts in this field
Results (did this occur? fill this in after project is complete):

<b>Project objective 3</b> EG Gain at least one local newspaper story. A radio interview featuring the Mayor would also be a major plus
Results (did this occur? Fill this in after project is complete):

<b>Project objective 4:</b> EG Ensure the consultation packs are hand delivered to key streets surrounding the site
Results (did this occur? fill this in after project is complete):

**6. Record your efforts on the below Engagement Action Plan**

Identify communications activities and channels you'll utilise to achieve your engagement objectives.

*Forge a way to reach your audience and spend your budget well. Plan this now and get organised/schedule everything, using Outlook calendar reminders. Add the dates/activity as you action them throughout your project. Leave any tables blank if your project doesn't require that activity. Ensure you have enough budget/time to reach your engagement objectives.*

**Paid Marketing – everything you pay for**

Activity	Details	Cost	Dates
Advertising (newspaper or otherwise)			
Promotional material (flyer, poster, brochure, banner etc)			

**Unpaid Marketing – ‘unpaid’ activities**

Take full advantage of our ‘free’ / low-cost communication channels. Leave any tables blank if your project doesn’t require that activity. Schedule Outlook reminders when planning your campaign so you don’t miss opportunities, eg: facebook posts, booking newspaper adverts, request MCO to include in e-news, or write a media release, etc. If MCO is responsible for any of the below, please highlight in **red** and send this plan so activity can be scheduled.

Activity	Details (EG size, publication, type, etc)	Date completed and initials
<b>Media</b> (EG official release, simple media alert via MCO, photo shoot, etc)		
<b>Web page</b> (EG Maybe also add to home page ‘slider’ or promo panel, etc)		
<b>Facebook</b> (EG Create a facebook event, post to our wall, post to other pages’ wall to spread the word, schedule in posts to update your audience on when it starts/ends, ask MCO to boost post, pin to top of page, etc)		
<b>Twitter</b> (EG alert MCO and ask MCO to Tweet at different stages, ie: consultation open, now closed, thank you, etc)		
<b>e-News item</b> (EG main COV e-news only or also youth, green?)		
<b>Promotion at COV venues</b> (EG Beatty Park – brochures/posters; Library display or brochures; COV foyer TV, etc)		
<b>Internal communications</b> (EG working group meeting, email, poster on staff noticeboard, etc)		
<b>Other activities</b> (EG email to local service suppliers, Mayor’s speech at an event, add image to your email signature, hold a public meeting, display info at our festival stall, display at local market or shops, etc)		
<b>Post-project engagement activities</b> (EG email to service suppliers, post-event online survey, thank you post on facebook/Twitter /e-news, report to Council, etc)		

**7. Implement your above Action Plan**

Follow the relevant processes and procedures (eg Ad Request Form, Graphic Design Brief, Media Release Policy and Procedure, etc) to bring your Action Plan to life. *\*\* Note: If the MCO is a Responsible Officer for any of the above, then email this to the MCO now (for scheduling activity/Outlook reminders, etc).*

*\*\* This section below is to be completed after the project is finished \*\**

**8. Results and evaluation**

Did you achieve your engagement objectives, as per point 5 above? Has your consultation been successful?

If so, why?

If not, why not?

What should be done better for next time?

Responsible Officer's evaluation:

Please send this completed Action Plan document to your Manager for evaluation.

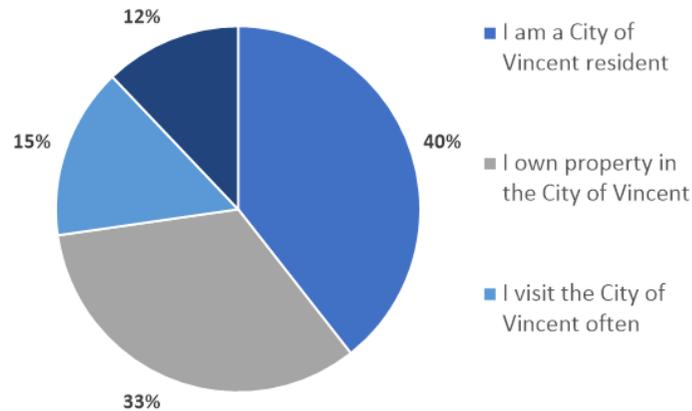
Manager's evaluation:

**9. Marketing and Communications Officer evaluation**

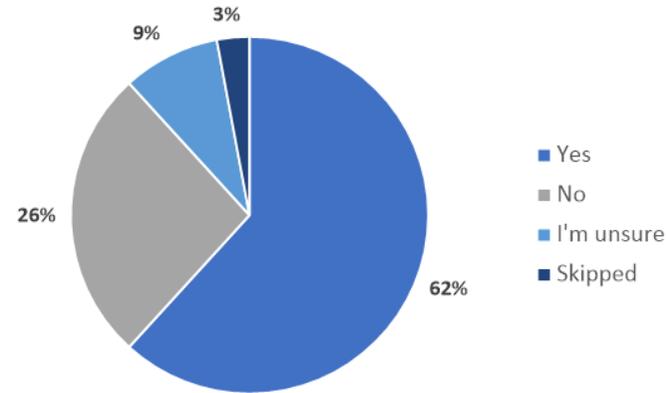
After all of the above steps are completed, please send to MCO for evaluation who will suggest possible improvements for future consultation projects.

# COMMUNITY ENGAGEMENT FRAMEWORK SUBMISSION REPORT

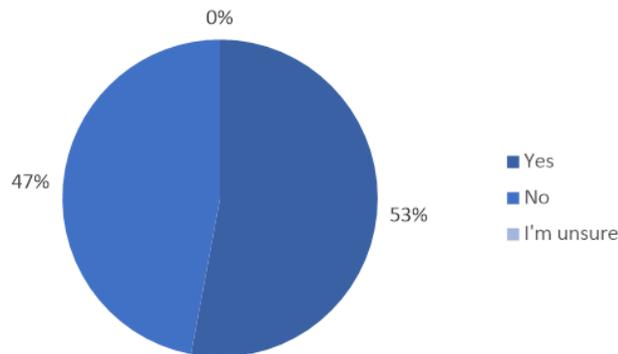
**Who participated?**



**Has the City of Vincent ever asked you for feedback or input before?**



**Have you ever submitted feedback to the City in response to community engagement activities?**



**Survey analysis**

These questions were asked to understand who participated, and what their previous level of engagement was.

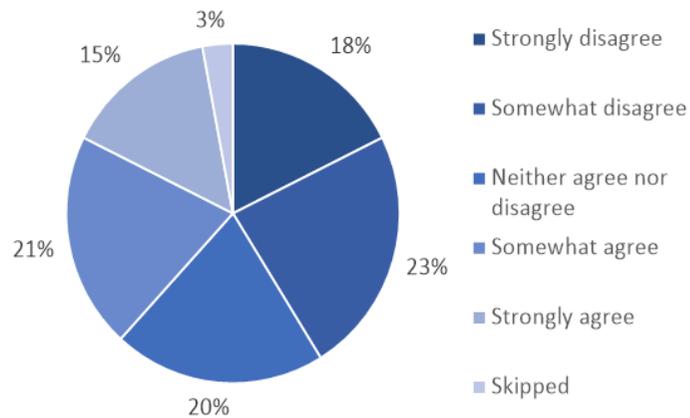
These survey results demonstrate that the City was able to capture owners and residents of properties within the City, as well as people who do not live in the City and/or have not previously participated in a community engagement activity run by the City. This means the results are representative of a broad spectrum of community members.

Over half of the responses were received through face-to-face interactions. Whilst this is an effective method, it was also labour intensive and would not be feasible for every project.

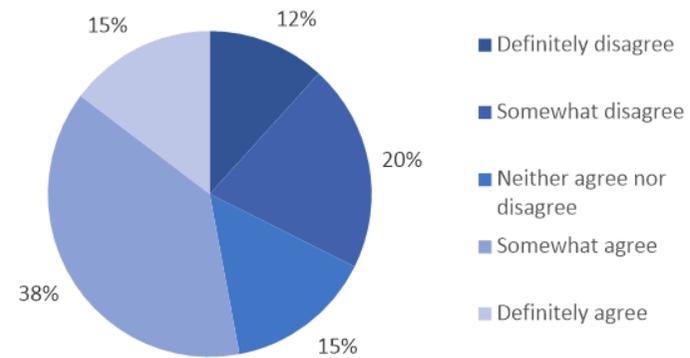
**Baseline research**

These survey results measure how well the City is currently performing based on previous community engagement activities. These survey questions will also be used to measure our performance in the future, based on the new community engagement framework.

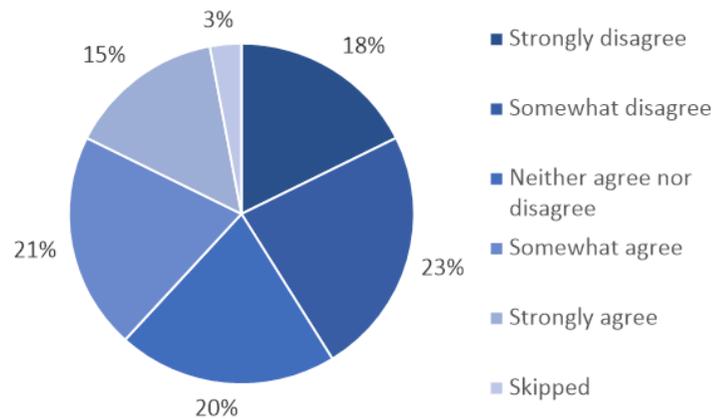
**I feel as though I'm appropriately involved in the decisions that affect me**



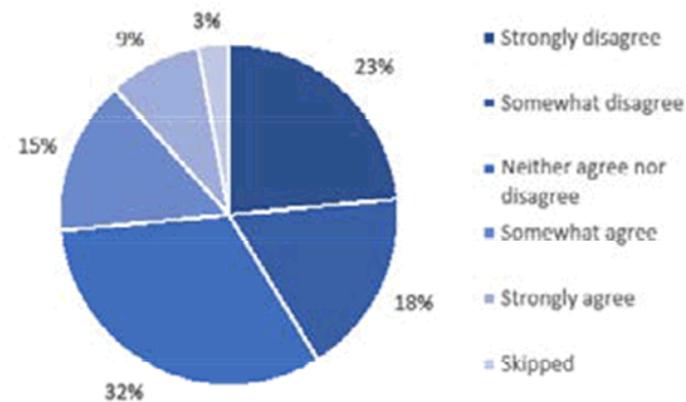
**When I provide feedback to the City, I am appropriately informed of how the project progresses**



**When I provide feedback to the City, I understand how my input contributes to the decision making process**

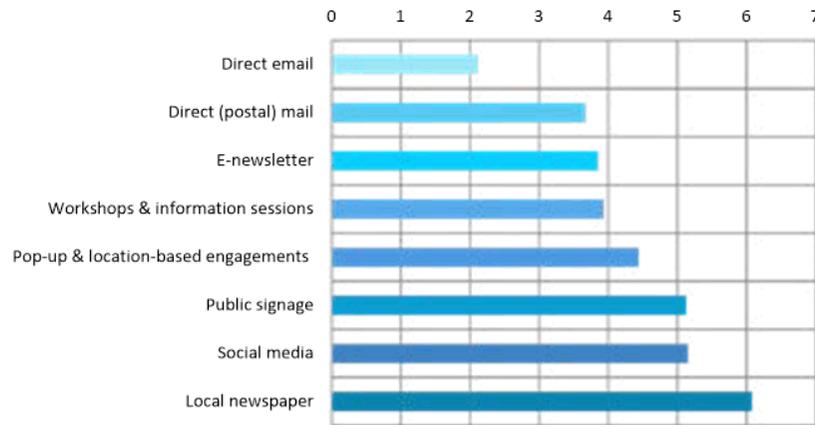


**I am appropriately informed of how my feedback contributes to the decision that was made**



**Preferred methods of engagement**

(1 most preferred)



**Do you experience any barriers to engagement?**

- Lack of awareness.
- Language and cultural barriers.
- Negative assumptions or incorrect perceptions relating to government.
- Lack of on-going communication.
- Computer illiteracy.

**Are there any other engagement methods you would like the City to use more of?**

- Email and other electronic methods/tools.
- Personal correspondence such as postal letters.
- Face-to-face engagement activities (e.g. location based, open house)
- Flyer's and other informational materials delivered to letter boxes.
- A variety of methods to capture as many audiences as possible.
- Citizens juries.

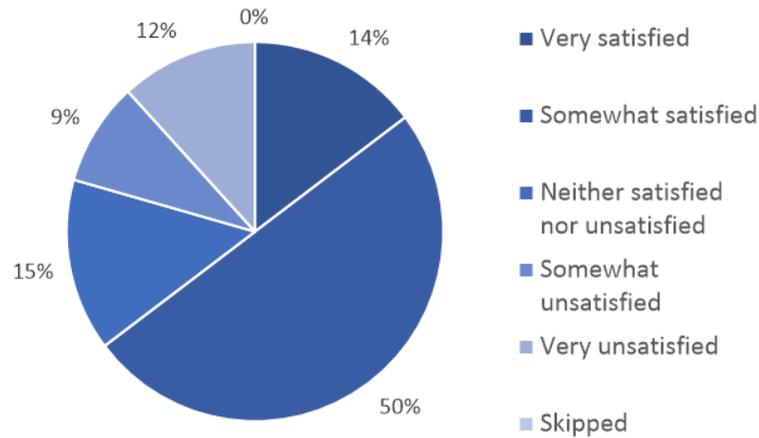
**Survey analysis**

Direct email was the number one preference for 47% of participants, demonstrating it as an effective tool for community engagement. The main constraint of this method is that the City does not have a complete database of owner and occupier details.

The survey data and supporting comments also demonstrated multiple and varied engagement methods are preferred. The use of multiple tools is recommended within the Strategy and Policy.

Several of the comments suggested the use of more face-to-face interactions, including the use of a citizens jury. Although these methods of consultation are resource intensive, they are recommended to be used where possible.

**Satisfaction with the City’s community engagement practices**



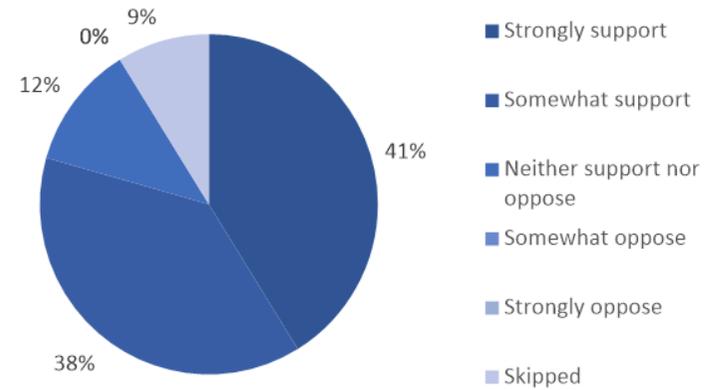
**Supporting comments:**

- Face-to-face engagement (e.g. Open Day and access to Elected Members)

**Suggestions for improvement:**

- Be more consistent, genuine and engage with purpose.
- Provide more detail on projects (i.e. what is the background, why is it being done, how will feedback affect the outcome)
- Review and monitor outsourced engagement plans.
- Improve communication at all stages of projects, including the delivery of outcomes.
- Acknowledge, listen and understand the feedback being received.
- Engage with diverse groups that represent the community.
- Consider ways to improve Imagine Vincent.
- Improve surveys.
- Be more interactive.

**Support for the International Association for Public Participation approach**



**Supporting comments:**

- The IAP2 approach is supported.
- Tools and commitment is needed to support the approach.

**General comments:**

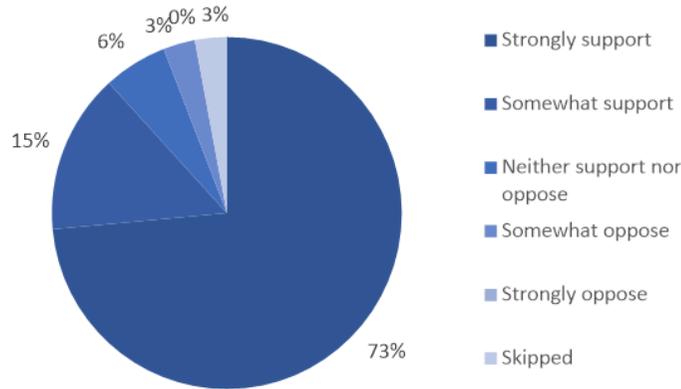
- The approach may influence the role of Council.
- Only as effective as its implementation.
- A coordinated and consistent approach is needed to support the framework.

**Survey analysis**

Although 50% of participants are somewhat satisfied and a further 14% are very satisfied with the City’s community engagement practices, there is opportunity for improvement. The level of satisfaction would be reevaluated in accordance with Action 4.3 of the Strategy.

There is overwhelming support for the framework being aligned to the IAP2 approach for community engagement.

**Support for the guiding principles within the Strategy**



**Survey analysis**

73% of participants strongly support and a further 15% somewhat support the guiding principles included within the Strategy.

There have been no major changes to the guiding principles as a result of this feedback.

The whole framework was reviewed using the 'writing in plain English' guide.

**Supporting comments**

- Promotes inclusiveness.
- All results should be published.
- These are strong and logical principles.

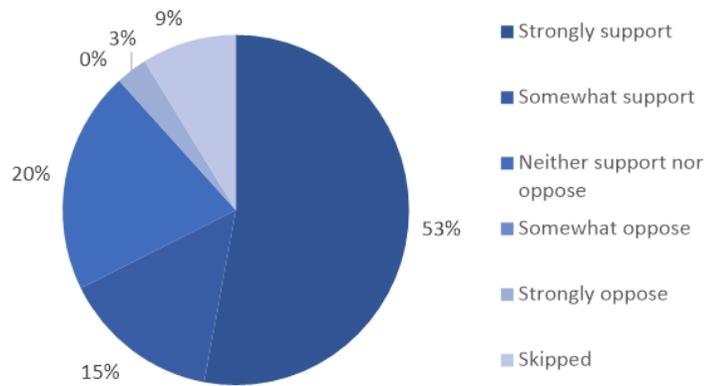
**Concerns raised**

- The principles do not match the culture of the organisation.
- Community members may be adverse to change.
- Use plain English.
- The principles should be measurable.

**General comments**

- Comprehensive and transparent information is required for the community to meaningfully participate.
- Be clear on how participants can influence the decision being made.
- Recommendation to list 'meaningfully include the community in the decision making process' as the first principle.
- Effective implementation is required for the principles to be effective.

**Support for Action Items 1.1 - 1.4 - Implementation**



**Survey analysis**

Although 53% of participants strongly support Action items 1.1 - 1.4, and a further 15% of participants somewhat support the action items, some changes are recommended.

1. Action 4.3 was amended to require yearly surveys to be undertaken. This would help to understand if and how community perceptions are changing in relation to the City's community engagement activities. The data collected would further help the minor and major reviews to be undertaken every two and four years, respectively.
2. The Policy has been refined to be a high-level document and all procedural information is now contained within appendices as follows:
  - How the City Engages
  - Statutory and Strategic Planning

**Supporting comments**

- The Marketing and Communications Plan is supported.
- The review of internal processes is supported.
- Perception that requests and submissions are acknowledged.

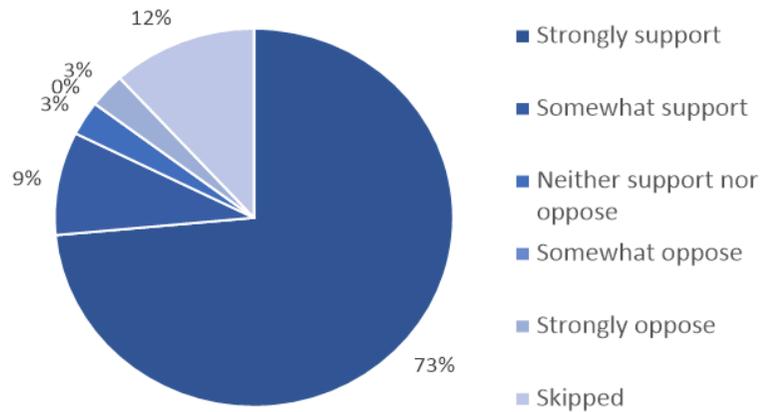
**Suggestions for improvement**

- Traditional methods are preferred.
- The documents are too long.
- Staff training is recommended.
- External parties/consultants may not follow the same process.
- Organisational values and behaviours need to be reviewed and improved upon.

**General comments**

- The framework needs to be implemented and not ignored.
- Don't be afraid of making decisions.
- Effective implementation needs to be demonstrated before providing support.

**Support for action item 2.1 - Training and development**



**Supporting comments**

- Community engagement training is supported as it would promote consistency and improve processes.
- Elected Members and City staff should all receive the training.

**Suggestions for improvement**

- Nil.

**General comments**

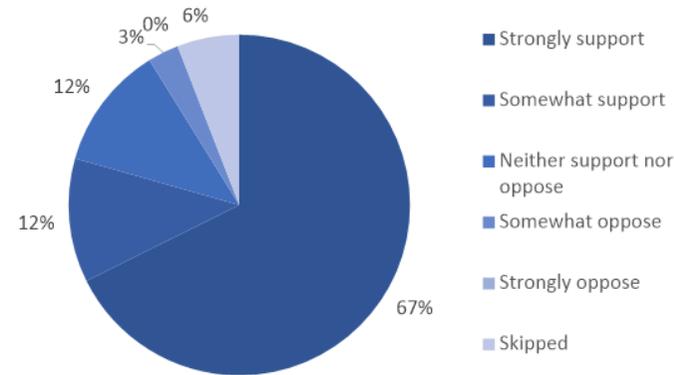
- Concern about investment and staff turnover.

**Survey analysis**

82% of participants either strongly support or somewhat support action item 2.1, which relates to training and development.

No modification to the framework is recommended.

**Support for action item 3.1 - 3.6 - Improved information sharing**



**Supporting comments**

- Location-based engagement is strongly supported.
- Improved information sharing is supported as it would result in genuine and responsive engagement activities.

**Suggestions for improvement**

- Engagement activities should be led by the City, not consultants.

**General comments**

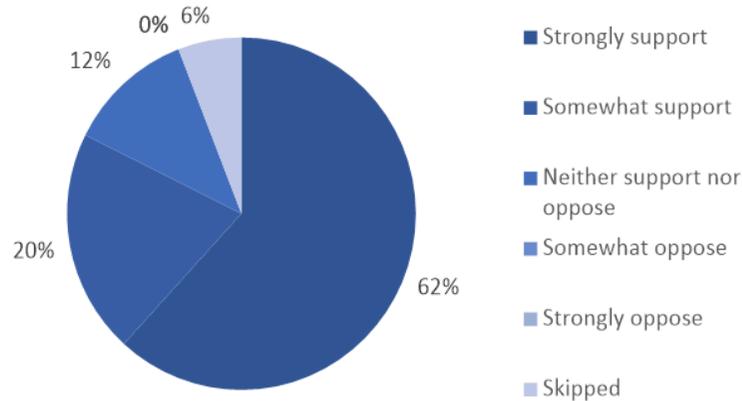
- Suggestion to provide technology training to residents.
- Reduce paper use.
- These points are very aspirational and would require a comprehensive, long-term, cultural shift within the CoV at council and staff level.

**Survey analysis**

79% of participants either strongly support or somewhat support action items 3.1 - 3.6, which relates to improved information sharing.

Community engagement training would support the implementation of the framework, and to result in improved community engagement outcomes.

**Support for action items 4.1 - 4.3 - Reviewing and reporting**



**Supporting comments**

- Seek opportunities for continual improvement.

**Suggestions for improvement**

- Verbatim responses should be provided in reports to Council. Summarised and edited feedback can alter the meaning of the submission.
- Develop a consistent approach for reporting on community engagement outcomes.

**General comments**

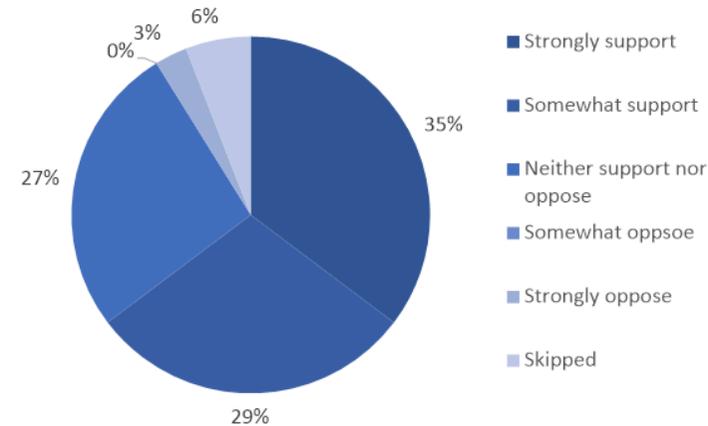
- The new policy need to be implemented, not ignored.
- Measuring performance is important to understand effectiveness.

**Survey analysis**

82% of participants either strongly support or somewhat support action item 4.1 - 4.3, which relates to reviewing and reporting.

Action item 4.3 has been modified to require yearly surveys to be undertaken. This would help to understand how community perceptions relating to community engagement have changed.

**Support for Statutory Planning provisions**



**Suggestions for improvement**

- More on site signage, QR codes and visual presentation of the building are recommended.
- Prelodgement engagement is recommended.
- Host more on-site meetings with the developer and the community.
- Include Clause 4 (iii) of Policy No. 4.1.5 in the new Policy.
- The definition of Adjacent property does not include properties which are separated by a Right of Way (ROW).

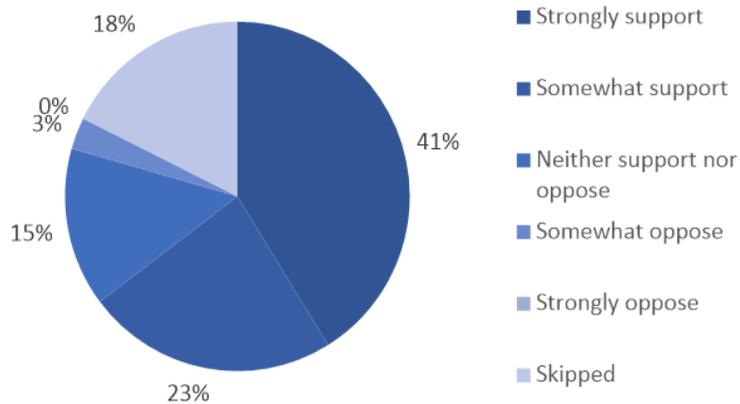
**Survey analysis**

64% of participants either strongly support or somewhat support the Statutory Planning provisions. The submitters request additional ways to be notified of developments. The following modification is recommended as a result:

1. Section 4 of Policy No. 4.1.5 Community Consultation was included in the Policy under section 7 to allow the CEO to require applicants to hold on-site meetings, when deemed necessary.
2. Appendix 2, section 2.1 was modified to ensure adjoining and adjacent properties would be consulted with, when applicable.

Additional advertising methods are also being investigated (i.e. use of QR Codes).

**Support for the draft Community and Stakeholder Engagement Strategy**



**Survey analysis**

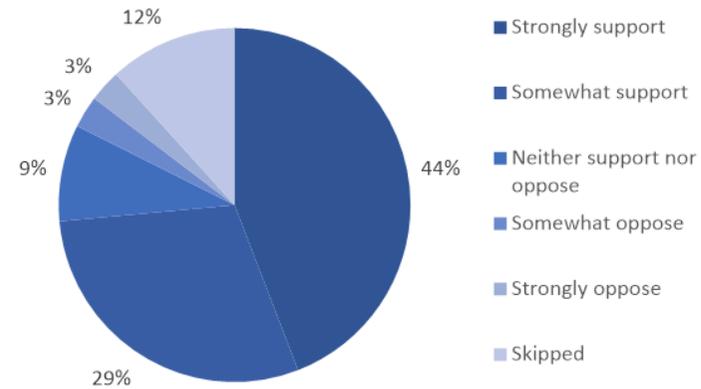
41% of participants strongly support and 23% of participants somewhat support the draft Community and Stakeholder Engagement Strategy. A further 15% of respondents are neutral.

The approach adopted is based off IAP2, which is internationally recognised as best practice. The guiding principles and action items proposed all gained strong support.

The 'Final Comments', included verbatim in Attachment 5, raise concerns relating to the length of the documents, the City's perceived culture and its ability to implement the framework.

All of the action items included within the Strategy seek to support the implementation of the framework, including the recommendation for staff training. This would improve knowledge and lead to improved outcomes. Regular review of community engagement practices, as required within Action Items 4.1 - 4.3 would also result in continual improvement.

**Support for the draft Community and Stakeholder Engagement Policy**



**Survey analysis**

There was strong support for the Policy, with 73% of participants either strongly or somewhat supporting the document.

An opportunity was identified to simplify the body of the Policy and relocate any process driven sections to an appendices. As a result of this review, the objectives of the Policy were also amended to reflect the intent of the policy.

<b>Q5. Do you experience any barriers to engagement?</b>		
<b>Submission No.</b>	<b>Comment</b>	<b>Administration's response</b>
1.	Lack of awareness i.e., not finding out about consultations unless logged into Imagine Vincent.	The Strategy and Policy recommend a variety of consultation methods are used and interested and/or affected people are targeted. This should increase awareness of projects, plans and initiatives being delivered by the City.
2.	Personally I experience no barriers. However people i work with do. people who have English as an additional language, and/or who come from cultural backgrounds where politics and government is corrupt and not trusted, often experience barriers because of assumptions and incorrect perceptions.	Noted. The Strategy and Policy promote inclusiveness and recommend a variety of consultation methods are used and interested and/or affected people are targeted. This should increase awareness of projects, plans and initiatives being delivered by the City.
3.	Best to come to Council offices in person.	Noted.
4.	I do not experience barriers in engaging with the city i.e. difficulties i.e. reading, limited ability to use computers etc, but as mentioned in our conversation, I find the difficulties being lack of response from Council staff when leaving phone messages and them not getting back to me. On rare occasions this can apply to councillors as well. Good example - I am still awaiting response to my query as to when the cycle path/Blvd. from Beatty Park along Florence, Strathcona and Golding Streets is scheduled to starting operating. This is needs so we ratepayer residents can warn the vehicles using Colvin Lane into Strathcona Street on a daily basis, to be on the lookout for cyclists using Strathcona Street when they turn out of Colvin Lane into Strathcona Street. Would be helpful if Council would take on this role instead of leaving it to us. And I am waiting to learn what council staff are going to do re the large problem currently looming outside and inside my front gate re the sinking of paving i.e., this situation could involve engineering, gardens and water board. Decision will be required to determine the cause of the problem, especially since it is likely to cause pedestrians to trip over.	Noted. All phone calls, emails or other forms of correspondence should be acknowledged and responded to. In the instances when a request cannot be met, a reason why should also be provided.
5.	No problems	Noted.

6.	I don't but I have neighbours who do. They are not computer literate, and as a result are actively discouraged from, and denied the opportunity to contribute and/or being kept informed about what's happening in Vincent. Given these are the people who've lived here the longest and paid the most in rates and time to volunteering, they should have more respect.	The Strategy and Policy recommend a variety of consultation methods are used and interested and/or affected people are targeted. This should increase awareness of projects, plans and initiatives being delivered by the City.
<b>Question 7 – Are there any other engagement methods that you'd like the City to use, or use more of?</b>		
1.	Email	Email is an effective method of consultation that is used where possible to contact community members directly. Community members are recommended to register themselves on the City's Imagine Vincent website.
2.	Electronic is best followed by mail as its most personal methods	Noted. A variety of methods are recommended to suit the needs of individual projects.
3.	At the counter. Face to face/shop front	Noted. A variety of methods are recommended to suit the needs of individual projects.
4.	The Community Engagement Session that was held on Saturday 30.05.2021	Noted. A variety of methods are recommended to suit the needs of individual projects.  Location-based engagements are encouraged by the Strategy and Policy.
5.	Site signage with QR codes to website with more detailed information.	Noted. A variety of methods are recommended to suit the needs of individual projects.  The City is currently investigating how the use of QR codes could be integrated with marketing materials (i.e., letters, signs, post card, etc.).
6.	Face to face, more discussion based.	Noted. A variety of methods are recommended to suit the needs of individual projects.  Location-based and face-to-face engagements are encouraged by the Strategy and Policy.
7.	web based tools	Noted. A variety of methods are recommended to suit the needs of individual projects.

8.	consultation with special groups - i.e., senior citizens of COV	Noted. The Policy process requires a stakeholder analysis to better understand who might be impacted or affected.
9.	YOU GUYS DO OK	Noted.
10.	Flyers/information in letterbox	Noted. A variety of methods are recommended to suit the needs of individual projects.
11.	Yes, get the mayor and councillors to actually respond to emails! Until they return to their previous, but deceptively removed, commitment to do so you won't have an authentic Engagement Framework.	Noted.
12.	This ranking system makes it appear that I don't like public signage, social media or the local paper for these methods: I do it is just that you need to use ALL of these in order to reach as many people as possible. Public Signage in parks and at Shopping strips/centre etc is important, not everyone goes to the library.	Noted. A variety of methods are recommended to suit the needs of individual projects.
13.	Citizen juries where community representatives are informed before they participate. This is much better than the current practice of having workshops where people are supposed to just come up with responses without firstly, having all the information, and secondly, without time to provide considered answers.	Noted. Since commencement of this project, a community panel has been established.  The use of a Citizen's Jury for upcoming projects is also being investigated.  'Citizen's Jury' has been included within Section 6.3.2 'Other consultation methods' within the Policy.
<b>Question 9 - Do you have any comments about the City's current community engagement practices that you would like to share?</b>		
1.	Not all Town Teams are as efficient, effective or engaging with the community.	Noted. The Community and Stakeholder Engagement Framework seeks to provide further guidance on how and when to engage with the community and other stakeholders.
2.	I have had too many cynically operated consultation processes that are nothing more than ticking a box for the final report to council. Consultation for Robertson Park State Tennis Centre was outsourced to the proponent, and the city did not test the truthfulness of the outrageous claims of the proponent. Council needs to vet and steer such proposals like any other Development Application before putting them out to the community for	Noted. The Community and Stakeholder Engagement Strategy includes principles to guide engagement practices. These principles seek to ensure inclusiveness and transparency.

	comment. The current draft Robertson Park Development Plan was formulated without any consultation with a key stakeholder - The Friends of Robertson Park -- in complete defiance of its own consultation plan, and then claimed in public statements that it had followed the consultation plan.	
3.	I love the signage and emails: signage gives many people the opportunity to engage. emails give me more time to follow up online.	Noted.
4.	Face to face engagement at city office but around the town would be best for sense of community and guaranteed access for all residents/visitors.	Noted. A variety of methods are recommended to suit the needs of individual projects.  Location-based and face-to-face engagements are encouraged by the Strategy and Policy.
5.	It all takes too long Barlee Street carpark compulsorily return the 2 lots it does not own.	Noted. The Policy does not set timeframes for different project types to allow flexibility based on the needs of individual projects and engagement initiatives.  The Policy process does require updates to be provided so that those who are interested or affected can be informed of how a project (or the like) is progressing, particularly if there is a delay.
6.	Good information at start of process. Lacking update/progress. Work on improving comms.	Noted. The framework promotes increased communications through the guiding principles of the Strategy, and the process within the Policy.
7.	I would like to see some action come out of the community engagement. e.g., Nothing has happened with pedestrian amenity; cars are still parked over the footpath, shrubs are still growing over the paths and no paths have been widened.	Noted. The following action items seek to improve following up and reporting on advertising and project outcomes: <ul style="list-style-type: none"> <li>• Action 3.1: Review and update the City of Vincent website and other digital platforms, considering the quality and effectiveness of information provided.</li> <li>• Action 4.2: Research and implement ways to seek feedback on community engagement activities and outcomes.</li> </ul>
8.	Current engagement is either absent, lacking or not genuine. When I have provided feedback in the past it is not acknowledged, it does not seem to be listened to, I get no	Noted. It is the City's intention, through the Community Engagement Framework to improve communication and transparency so that

	feedback and even when I demonstrate a decision has an adverse outcome the COV proceeds regardless. Engagement only works if the COV genuinely listens, otherwise it is a waste of time.	community members are aware of how their input could influence decisions being made.
9.	The City has a really difficult job engaging with the community. Everyone is so busy and things are easily missed by residents. Early heads-up communication - short and sharp on anything that the City wants feedback on that is coming up may be a good start. Tell the community a couple of times that it is coming, may be a good option to get more constructive feedback.	Noted.
10.	Visually everywhere. There is a lot of information out there. Would like it to be more interactive. Digital is reliant on the consumer to respond individually rather than a community discussion.	Noted. Face-to-face engagement is labour intensive and could not be used for all project types however it is encouraged to be used where appropriate.
11.	Following the Council community consultation held last Saturday week at COV, I believe this first action is a step in the right direction to letting the community be heard and then hopefully more sound communication between ratepayers and Council will follow with less need for council money to be spent on contractors being hired (especially when they are not familiar with our local COV communities.	Noted.
12.	IGNORE THE NEGATIVE & NAY SAYERS!	Noted.
13.	I was able to enlist the help of the Mayor with a problem that has now been resolved to my satisfaction and that of my neighbours.	Noted.
14.	Yes, they favour the few who agree with every expensive woke idea this cookie-cutter council comes up with. If you are 'one of them' you will get what you want - developers included. Where is the diversity of people and ideas that make up a successful council? Anyone who is not a member of the Labor Party won't even bother to run for council.	Councillors are elected by the community members. More information on the process is available here: <a href="https://www.vincent.wa.gov.au/council/council-committees/local-government-elections.aspx">https://www.vincent.wa.gov.au/council/council-committees/local-government-elections.aspx</a>
15.	I find the current IMAGINE process not useful in contributing to community engagement. It is too superficial' it leaves out many people who are not users of social media and don't hear about	Noted. Action 3.1 requires 'Review and update the City of Vincent website and other digital platforms, considering the quality and effectiveness of information provided.'

	these calls for comment. The feedback sheet is often to closed and just seeks answers which the Council want.	The Strategy and Policy seek to ensure engagement activities are inclusive so that those who want to be involved, can be involved. This would be achieved through the use of multiple engagement activities to ensure a variety of stakeholders are reached.
16.	Appalling. Are generally just token exercises where no real consideration is given to the responses. Staff essentially just publish and defend. There is no real engagement. Questionnaires are often poorly thought out and are inconsistent in their structure. It would be better having one person, with the right level of training and experience to develop the questionnaires. Very little information is provided about the background and reasons for making a decision. Just saying that people should look at the report to Council is not good enough - they are hard to find for the novice, and reports are generally very poor in explaining why a proposal is being made - the justification seems to be made verbally at council workshops	<p>The City is seeking to develop a consistent approach for community engagement activities, including responding to submissions.</p> <p>The process developed is based off the International Association of Public Participation, which represents best practice. This process involves understanding the scope of the project and the reason for engaging. This should result in more transparency in community engagement activities.</p> <p>Section 1.2 of Appendix 1 of the Policy provides guidance on the expected level of participation for different projects delivered by the City. A set of principles have also been developed to guide responses to submissions.</p> <p>Regular surveys and reviews of the framework would assist the City to understand whether perceptions of its community engagement practice have changed.</p>
<b>Question 11 – Do you have any comments about this approach (IAP2)?</b>		
1.	I think it's good to adopt best practice.	Noted.
2.	An approach is only as good as the reality of its implementation. The City of Vincent's must carry through with what it proposes.	Noted. The Strategy's action plan and the Policy's process seek to support the vision of the Strategy and improve community engagement outcomes.
3.	You the Council should make most decisions	The Council and Administration would continue to make decisions, in line with council Delegations, available here: <a href="https://www.vincent.wa.gov.au/documents/1258/register-of-delegations-authorisations-and-appointments">https://www.vincent.wa.gov.au/documents/1258/register-of-delegations-authorisations-and-appointments</a>
4.	This is so cool. International practices sound great. I'm definitely going to follow this up.	Noted.

5.	I know only a bit about the approach - it seems good. Don't know enough to strongly support.	The IAP2 approach was discussed with the community member at the Open Day held on 29 May 2021. Information was also provided on where the details could be found.  To reconfirm, more information on the IAP2 is available here: <a href="https://iap2.org.au/about-us/">https://iap2.org.au/about-us/</a>
6.	Yes, better interaction and two-way discussion.	Noted.
7.	I do not like aligning our Council stakeholder and community framework engagement practices being tied to the International Association of Public participation. We should retain our own rights to not be guided by outside influences taking over our own Council roles.	The International Association of Public Participation is a not-for-profit organisation that seeks to educate users on how to achieve effective community and stakeholder engagement.  The approach would not affect any roles or responsibilities of the Council.
8.	It will only work if it is genuinely embraced by Vincent councillors. They are at the forefront of decision-making yet are voiceless and unresponsive.	Noted. The framework seeks to ensure Elected Members are provided with all the relevant information needed so they can make informed, and evident based decisions. This would help improve transparency in the decision-making process.
9.	My reluctance is fuelled by the concern that Council Officers need to be fully in agreement and understanding of what a Comm Engagement Strategy is and what it asks of them to do and how they must approach this.	Action 2.1 of the Strategy recommends training be provided for City staff and Elected Members. This would assist in achieving the guiding principles and outcomes of the Strategy.
10.	Seems logical. It is the actual tools that are used and the commitment that is more important.	Noted.
<b>Question 13 – Do you have any comments about the guiding principles?</b>		
1.	The city must also ensure that the information before the public is truthful and complete, so that the community is equipped to make accurate comment.	Noted. The Policy process seeks to produce all relevant information to be relayed to the community, so they are able to make an informed submission.
2.	Like the inclusiveness	Noted.
3.	Publish all results, not only those to be realised.	Action 4.2 of the Strategy requires the City to 'research and implement ways to seek feedback on community engagement activities and outcomes.'

		This action seeks to report on the effectiveness of strategies, plans and other initiatives so the key learnings can be integrated with future projects.
4.	They are principles only. They will only work if the culture within COV also changes from an US vs THEM approach. Currently COV admin appear to treat residents as the enemy, the toxic culture needs to change in order to achieve real success.	Noted.
5.	My only concern is that many in the community do not like change. This is my personal view, however there always seems to be lots of negative feedback to new ideas.	Noted.
6.	Be super clear how the community can impact decision making, that is are they consulted or empowered as part of the engagement process :)	The Policy process requires City staff to understand the purpose of the engagement, and to determine the level of participation available. This would then inform the engagement activities that are selected.
7.	<p>I strongly support</p> <p>2. Hear and understand our community (without hiring contractors and large costs to do the work of staff and councillors.</p> <p>3, Meaningfully include the community by getting feedback before making decisions</p> <p>4. Engage in a way that facilitates involvement of impacted communities (COV used to do that when we had our very effective ratepayer Precinct groups)</p> <p>5. Communicate before during and after a decision is made.</p> <p>1. I somewhat support this item</p>	Noted.
8.	I'd like to see 'Meaningfully include the community in the decision-making process' as number one. I dislike the use of the word 'robust' in number one.	<p>'Make robust decisions that are supported by evidence, aligned with strategic direction, and based on the needs and interests of everyone involved' represents the City's core function and is recommended to remain as the first principle. However, the word 'robust' does not meet the principles for writing in plain English and is recommended to be removed.</p> <p>The following changes have been made:</p>

		<ul style="list-style-type: none"> <li>• ‘Meaningfully include the community in the decision-making process’ is equally important and has been relocated to position no. 2.</li> <li>• Reword guiding principle: ‘Make <del>robust</del> decisions that are supported by evidence, aligned with strategic direction, and based on the needs and interests of everyone involved.’</li> <li>• Reposition ‘Meaningfully include the community in the decision-making process’ to guiding principle 2.</li> </ul>
9.	How can you possibly "Make robust decisions based on the needs and interests of everyone involved"? That is a fluffy statement and not achievable Please define "meaningfully" in "Meaningfully include the community in the decision-making process." How are any of the key principles evaluated?	<p>‘Make robust decisions that are supported by evidence, aligned with strategic direction, and based on the needs and interests of everyone involved’ represents the City’s core function and is recommended to remain as the first principle. However, the word ‘robust’ does not meet the principles for writing in plain English and is recommended to be removed.</p> <p>The survey developed includes baseline questions which seek to understand how community members feel about community engagement practices. It is recommended for these questions to be re-asked when reviewing the framework as per action item 4.3 of the Strategy.</p>
10.	Yes if followed they are very strong principles	Noted.
11.	Again, the principles are logical and nothing new, but are nothing more than 'motherhood' statements if there is no commitment to actually follow through. There are no points for just listing them - it's the way that they are implemented that is important.	Noted.
Question 14 – Action Item 1.1 – 1.4		
1.	This policy needs to be followed, not ignored as in the past.	Noted.
2.	Don't be afraid of making decisions.	Noted.
3.	Yes the traditional approach is best. "Engagement fatigue" what a load of “profanity” (nonsense). Seriously you are writing to Australians.	Noted.

4.	Process needs to be shortened	<p>The process has been designed considering the IAP2 approach to community engagement. The approach seeks to improve community engagement by designing community engagement activities that are based on the needs of the individual project.</p> <p>The purpose of a policy is to provide high level guidance on the practices seeking to be achieved. The process functions as a management practice and should not sit within the main policy document.</p> <p>The following change has been made:</p> <ul style="list-style-type: none"> <li>Relocate Section 'How the City Engages' and Section 8 'Statutory Planning' to sit as appendices to the Policy.</li> </ul>
5.	Too much detail. These strategies seem a bit overwhelming for someone who has retired and worked in health at a high level.	<p>The purpose of a policy to provide high level guidance on the practices seeking to be achieved. The process functions as a management practice and should not sit within the main policy document.</p> <p>The following change has been made:</p> <ul style="list-style-type: none"> <li>Relocate Section 'How the City Engages' and Section 8 'Statutory Planning' to sit as appendices to the Policy.</li> </ul>
6.	There needs to be customer service training and training to change the culture within the organisation to become more customer focussed. There needs to be an emphasis on cooperation and working together which this plan does not seem to address.	Noted. The framework seeks to address and guide the way the City would communicate with the community. The process in which this occurs has been considered through this process.
7.	I really like the calendar idea as this can be the one place to go for everything community and stakeholder engagement.	Noted. This would be an internal document only to assist with developing a strategic approach to community engagement.
8.	Like the community panel, in depth understanding and opportunity to understand context and deliberate over a longer period of time.	Noted. This panel has been established and is now in operation.
9.	consider how external parties/consultants are required to adopt at least minimum requirements	Proponent led engagement should be done in consultation with the City. The draft framework should be used as a guide for developing these engagement plans.

10.	Generally get impression that requests, submissions are taken notice of	Noted.
11.	KEEP ON KEEPING ON!	Noted.
12.	Particularly like 1.3	Noted.
13.	I would need to know how it is actually working, rather than how the City would like it to work, before I supported it.	The City has been previously guided by Policy No. 4.1.05 – Community Consultation. There has been no analysis on how the City is performing from the community’s perspective. For this reason, the survey included baseline questions to understand how the community currently feels about the City’s engagement practices. The results are included in <b>Attachment 4</b> .
14.	Just do it. The fact that it is suggested that the staff / council needs training just highlights how far off the mark Vincent is in all of this. This isn't rocket science or anything new. If people don't adopt the correct sort of behaviours as a matter of course then you really are in a bad place. It's like having 'being a better person' training.	A training program allows staff to strengthen the skills that are needed to improve. Training and development are proven to increase knowledge, productivity and efficiency of employees, whilst also improving morale and job satisfaction.
Question 16 – Action Item 2.1		
1.	I think this is very important, to ensure consistency across staff - you don't want to feel like the information you receive is dependent upon who you communicate with in the City.	Noted.
2.	Providing staff are permanent and stay in the job for a minimum of 2 years.	The City is unable to control how long an employee stays with the organisation. However, a training program allows staff to strengthen the skills that are needed to improve. Training and development are proven to increase knowledge, productivity and efficiency of employees, whilst also improving morale and job satisfaction.
3.	Training is good so long as it is not just training in the administrative aspects. It MUST encompass culture and a customer and community first approach.	The training that is recommended to be provided is based off the IAP2 best practice principles. The IAP2 seeks to lead the national conversation on authentic community and stakeholder engagement, and advocates for genuine community and stakeholder engagement. More information is available here: <a href="https://iap2.org.au/about-us/">https://iap2.org.au/about-us/</a>
4.	To be honest I would think a lot of this is common sense	Noted.
5.	All staff from CEO to customer service need to understand and communicate the vision. Everyone should know and support it.	The need for improved consultation was highlighted through the creation of the City’s Strategic Community Plan 2018 – 2028 (SCP). The

		<p>SCP identified the need for a new framework to be created. The framework was created in conjunction with Elected Members, administration staff and the community.</p> <p>Once adopted, the framework will be implemented by Administration. Community engagement training will be provided to further support the implementation of the framework, and to assist the staff in developing better community engagement outcomes.</p>
6.	Yes, Councillors should receive training which they pay for themselves before they are elected as Councillors so that they just don't get elected and start learning on the job - making mistakes as they go. They also need to read up on the history of Vincent Council - there are record files in the COV Library, so they don't make repeat mistakes.	Noted.
7.	I support the 'idea' of this but given the consistent churn of new staff through the CoV the training component would have to be delivered at least once a month!	Noted.
Question 18 - Action Item 3.1 – 3.6		
1.	Yes, especially 3.6	Noted.
2.	I would have thought these steps have already been implemented.	The City is seeking to review and continually improve its practices.
3.	Ensure community has access/training/know how to use computers/social media etc if utilising these channels. Maybe organise training sessions for community members who are not tech savvy.	The framework encourages use of multiple methods to remove as many barriers as possible.
4.	Make sure we do not use paper!	Although reducing paper would help the environment, there are many community members who rely on letters from the City as a way of being informed of what is happening. At this point in time, the City would continue to use this method of consultation.
5.	Engagement is great if it works. The COV must be prepared to listen to residents and ACT on their concerns. Currently they simply tell residents why they are proceeding despite protests. Engagement must be genuine and not just an exercise to tick a	Noted.

	box. The COV must be prepared to change, act and adapt based on feedback. This is essential and is NOT happening currently.	
6.	That Council and staff actually listen to the needs of the Ratepayers and use less contractors to do the consultation work they have been elected to do.	Noted.
7.	These points are very aspirational and would require a comprehensive, long-term, cultural shift within the CoV at council and staff level. A good place to start would be the infamous blackhole that is the Engineering Dept's executive (except of course for the fabulous dedicated Parks and Gardens teams - they could teach the rest about professional stakeholder engagement)	Noted.
Question 20 - Action Item 4.1 – 4.3		
1.	The new policy needs to be implemented, not ignored.	Noted.
2.	Again, surely to already do this.	The City is seeking to review and improve current practices, noting the existing Policy No 4.1.5 has not been reviewed since its adoption in 2014.
3.	Feedback to council is currently summarised and edited. When this happens a lot of important feedback from residents is diluted or left out. The council then makes decisions based on skewed feedback. This needs to STOP. All feedback should be included for councils to make an informed decision.	Reporting to Council on feedback provided is determined on a case-by-case basis. This is due to the different types of projects, survey types, questions asked, number of responses and method of delivery. Where key themes are identified, Administration considers it reasonable for these to be grouped together.  The reviewing and reporting of data would continue to be investigated to develop a more consistent approach.
4.	Looking at ways for continual improvement should be highly desired out of this process. The information that comes out of this can in time help the community want to be engaged as well, if done right.	Regular review of the framework, and the City's practices is recommended to ensure continual improvement of community engagement activities. Reusing the 'baseline' questions (see <b>Attachment 4</b> ) would assist in understanding of how perceptions of the City's community engagement activities have changed since the implementation of the framework.

		Action item 4.3 has been amended to require yearly review of the City's community engagement practices.
5.	have a standardized approach to compiling engagement outcomes, inclusive of how the feedback will inform the relevant project and/or reasons for why not	Reporting to Council on feedback provided is determined on a case-by-case basis. This is due to the different types of projects, survey types, questions asked, number of responses and method of delivery. Where key themes are identified, Administration considers it reasonable for these to be grouped together.  The reviewing and reporting of data would continue to be investigated to develop a more consistent approach.
6.	Pretty much what I already commented on, but add in the past Vincent Council has had a very successful run overall. The breakdown now seems to be more than anything, the belief that digital connection connects people more effectively. Having been the first ratepayer to ever address Vincent Council at its inception, I know how effective communication can be when it is FACE to FACE - i.e., small group consultation. It works out far less expensive in the long run and avoids the waste of money of hiring contractors who do not know our special Council.	Noted. The framework requires a variety of methods to be used based on the need of the project. More location-based and face-to-face interactions are also encouraged.
7.	Again, only time will tell how effective the above will be. If these reports end up like the deliberately vague and obscure financial reports no one will have any idea of what's really going on.	Noted.
Question 21 – Do you support the requirements for Statutory Planning		
1.	Only if it is important - 40kph	Different projects are important to different people. The framework seeks to be adaptable so that those who are affected can be involved.
2.	You have not provided an easy to find link for this strategy. I tried to find it but could not.	This response was provided by an anonymous user and the document was not able to be provided for their consideration.  The Statutory Planning section was located under Section 8 of the Policy.
3.	On site signage important. Use QR codes. Visual presentation of what the building will look like.	The City includes perspective drawings of the development where possible. The City is currently investigating how use of QR codes could

		be integrated with marketing materials (i.e., letters, signs, post card, etc.).
4.	consider the inclusion of pre-DA engagement	<p>The City cannot enforce pre-lodgement engagement. Further, many pre-lodgement applications do not translate to a development application being lodged. This would cause uncertainty for the community.</p> <p>Notwithstanding, proponent led pre-engagement activities are encouraged.</p>
5.	Adverting allows the affected party to have voice to protect their homes from powerful developers and also the affected community Ratepayers have a right to have their voices heard. Also, Council would save precious hours of back and forth at council meeting, if it made arrangements for Councillors and staff to attend ON SITE meetings so that affected homeowners and others could visibly see exactly how a development would impact on the person/s to be affected. This worked so successfully in North Sydney Council area.	<p>Section 4 of Policy No. 4.1.5 Community Consultation included a number of instances when the Chief Executive Officer had the authority to vary the extent of consultation. This included the ability to require proponent led meetings where an application was complex in nature or was of considerable interest to the community.</p> <p>It is recommended this section be reapplied to the Policy.</p>
6.	Given the failure of previous 'consultation' regarding demolitions/developments, in particular the limited number of residents who are notified, there should always be a sign at the front of the property regarding applications.	<p>Clause 61 of the <i>Planning and Development (Local Planning Schemes) Regulations 2015</i> exempts the need for development approval for the demolition of single houses and associated minor structures (i.e., patio, deck, etc), unless it is heritage protected. The City therefore cannot require a development application nor require community consultation for the works.</p>
7.	The definition of Adjacent property is too narrow: "Adjacent property means properties that would otherwise be adjoining to the subject site or property if not for being separated by a public road (Refer Figure 1 and 2)." This is leaving out properties which are separated by a Right of Way (ROW) which at times across Vincent are sometimes not deemed "public roads". Therefore, residents on the other side of these ROW may not be provided with the opportunity to comment but yet may be negatively affected by the development.	<p>The term 'adjoining property' defined by the Residential Design Codes refer to:</p> <p><i>Any lot... which shares a boundary or portion of boundary with a lot on which there is a proposed residential development site or is separated from that lot by a right-of-way, vehicle access way, pedestrian access way, access leg of a battle-axe lot or the equivalent not more than 6m in width'.</i></p> <p>The term 'right-of-way' include 'private streets.'</p>

		<p>The terms adjoining and adjacent property seek to accommodate all situations where properties are separated by a road of some sort.</p> <p>Appendix 1, section 2.1 was modified to ensure adjoining and affected properties were correctly referenced.</p>
8.	<p>There was provision in the existing policy for the CEO to require a proponent to have community workshops for possibly contentious proposals. (See 4 (iii) of policy 4.1.5). This should be retained - it puts the onus on a proponent to sell the proposal to the community rather than just leaving it to the city to defend it at some later stage.</p>	<p>This clause is recommended to be placed back into the Policy.</p>
<p><b>Question 22 – Final comments</b></p>		
1.	<p>It is apparent when reading local Facebook groups that there are a number of very vocal residents (whose opinions I often don't agree with). I think it's important to have an effective and robust engagement framework to ensure that it's not just these outspoken voices who are heard.</p>	<p>Noted. The framework requires a variety of consultation methods be used so that the engagement practices are inclusive.</p>
2.	<p>This policy needs to be followed, not ignored as in the past.</p>	<p>The Strategy recommended training be provided to City staff and elected members. This training would support the framework and lead to improved community engagement outcomes.</p>
3.	<p>Seems like some long documents to over complicate what Vincent does quite well if it's in your suburb or your council you should get an email or a letter about it. Run a local newspaper ad and update website. Easy as that doesn't require 3 documents of 60 odd pages</p>	<p>An investigation of community engagement response rates identified most community members participated when a variety of consultation methods were used, and the engagement activities were targeted to those who would most likely be interested or affected. When traditional methods were used (i.e., website and newspaper notification), participation rates were much lower.</p> <p>Opportunities have been sought to simplify the framework. Other changes include:</p> <ul style="list-style-type: none"> <li>• Relocating the Policy process as an appendix.</li> <li>• General review of framework, considering the writing in plain English principles.</li> </ul>

4.	"Often there is too much ""Waffle"" Concise and direct messaging is best - it takes less time to create and implement"	A general review of the framework has been undertaken, considering the 'writing in plain English' principles.
5.	We have a mixed community in Vincent who likely consume information in different ways. Ensure everyone is brought on the journey. Don't forget those who can get out/don't have tech.	Noted. The framework requires a variety of methods be used to capture those who would be interested or affected.
6.	Would like more updates about the city via email [email removed for privacy reasons]	Email sent to community members with link to register for City's newsletter.
7.	This appears to be creating more paper and more non-productive work without any action on the needs of the community.	<p>The City is seeking to review and improve current practices, noting the existing Policy No 4.1.5 Community Consultation has not been reviewed since its adoption in 2014.</p> <p>It is intended that the refined policy will result in more targeted and meaningful community engagement activities.</p>
8.	<p>'Engagement will only ever be successful if it is genuine. There have been many instances with the COV in the past where they have ignored my input, disagreed with my input, refused to adapt based on my input and more.</p> <p>There have even been occasions where the engagement period is still open, and works have already commenced.</p> <p>It is essential that the following takes place:</p> <ul style="list-style-type: none"> <li>• acknowledgement of resident feedback</li> <li>• response to resident concerns</li> <li>• inform residents of plans and changes to plans based on feedback from others.</li> <li>• project plans and timeframes</li> <li>• impact assessment and risk assessment of projects is undertaken and shared</li> <li>• culture within COV changes to customer first, community first - we are NOT the enemy</li> <li>• genuine listening to feedback and not just engaging to tick a box</li> <li>• genuinely being prepared to make changes based on engagement</li> </ul>	<p>All submissions and input should be considered as part of the decision-making process. There may be instances where a person's suggestion cannot be accommodated however the City should be providing a response which outlines why the suggestion would not be included as part of the project. Further, works should not commence while community engagement is still occurring.</p> <p>The proposed framework seeks to achieve genuine community engagement practices by understanding and communicating what the level of influence is from the beginning of the project. The Policy process also sets out the steps to be followed to facilitate a more consistent approach to community engagement.</p> <p>The process identifies the need to acknowledge feedback, respond to concerns raised, and identify the changes made. The consultation planning also requires consideration of risks involved so that where appropriate, they can be communicated accordingly. Key dates and timeframes are often provided on the consultation page. Key dates are also considered as part of the 'Design' phase of the Policy process.</p>

	<ul style="list-style-type: none"> <li>proper information provided to council and NOT summarised and edited info</li> <li>COV leadership to embrace culture change and lead from the front. Current COV admin has shown hostility to residents and a lack of caring and empathy. This needs to change.</li> </ul>	
9.	This has to be done, however I believe there will be some pain out of this for the City before we get to utopia. I wish us all luck.	Noted.
10.	Greater involvement of the community, refreshing the community panel to give more people an opportunity.	A new community panel has been recently established comprising a Vincent resident that reflect the demographic and geographic composition of the City according to most recent data available. The panel members are new members, not related to the Imagine Vincent panel previously established.
11.	Yes, would be great if new staff and Councillors would acquaint themselves with what COV has done since its inception and where previous mistakes occurred so they don't occur again. The request below re file attachment are sitting in the COV Library as three large Binder files. The Librarian knows where they are.	Noted.
12.	IMPRESSED BY THE COMMUNITY COMMUNICATIONS SUSTAINED ATTEMPT	Noted.
13.	While I greatly appreciate the efforts, ideas and time going into this process, and yes it will tick a few boxes, while we have the situation where councillors can simply choose to ignore residents and ratepayers, I don't hold much hope for its implementation over the longer term Best wishes	Noted. The baseline survey questions are recommended to be re-asked at each review to understand whether community engagement practices have improved.
14.	The engagement framework is OK. Action 3.1 (web site) is sorely overdue. The last 'refresh' was a disaster and resulted in a pretty useless web site.  The strategy (or policy) should have an explicit statement that says that the City will not just rely on 'social media' as the main	Noted.  An investigation of community engagement response rates identified most community members participated when a variety of consultation methods were used, and the engagement activities were targeted to those who would most likely be interested or affected. When

<p>form of communication. All engagement/communication should be based on ‘open’ technologies that do not require the use of any proprietary software, particularly as social media platforms go in and out of style. You should not force anybody to use any proprietary system. Where the city does provide information on any particular platform it should ensure that the same information is available on all platforms – don’t just put it on Facebook and think every everybody knows what is going on.</p> <p>The Engagement policy is poor. A mixture of motherhood statements mixed with procedural instructions, all written in a very bureaucratic manner. A Policy should be a simple document that answers the question “what is your policy on xyz”. It should be written in simple language. This policy does not do that. Refer to appendix 5 of the current policy for some guidelines about ‘engagement language’ – it applies equally as well to policies as well as communication with the community.</p> <p>I particularly object to the way that, apart from statutory planning matters, there are no specific timeframes defined which will hold the staff to account. I particularly think that the statement that the City will not engage “when the decision relates to a minor operational matter that would have minimal impact on the community or stakeholders”. I think this is a vague loophole that will be used by staff, particularly in the Infrastructure and Environment Directorate, to avoid engaging the community. The specific requirements to engage are included in the current policy as Appendices and should be reinstated.</p> <p>Also, why are some statutory planning consultation areas defined as ‘adjoining and adjacent’, and others just ‘adjoining’.</p>	<p>traditional methods were used (i.e., website and newspaper notification), participation rates were much lower. The framework requires the use of multiple methods of engagement.</p> <p>The Policy has been simplified and the process / procedural section have been relocated to sit as an appendix.</p> <p>The framework has also been reviewed considering the writing in plain English principles. The writing in plain English principles is included within the Toolkit (<b>Attachment 8</b>).</p> <p>The Policy has been amended to provide recommended timeframes based on different project types. These timeframes are a guide only and should be adapted to suit the needs of the project.</p> <p>Policy No. 4.1.5 Community Consultation identifies consultation may not occur when the decisions concern minor “day-to-day” matters. The proposed policy seeks to provide additional guidance by requiring consideration of what the impact may be. It is administrations view that the Policy would ensure community consultation would occur when there would be an impact on the community.</p> <p>The Policy has been updated to refer to ‘adjoining and adjacent properties’ in all instances.</p>
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	<p>I did start to make notes about specific issues with the policy but history has taught me that it is a waste of time putting pen to paper. The policy needs a complete re-write and I don't have the time or energy.</p>	
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# COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

## OUR VISION:

*TO BE A CONNECTED AND ENGAGED COMMUNITY THROUGH GREATER PARTICIPATION IN DECISION MAKING.*

(CITY OF VINCENT STRATEGIC COMMUNITY PLAN 2018 – 2028)

This vision will be achieved through application of the guiding principles, completion of the action items identified within the Strategy, and through our commitment to continually learn from our experiences and improve our practices.

## INTRODUCTION

The City of Vincent (the City) is committed to continuously improving the way we engage with our community and stakeholders and providing the greatest opportunity available for our community to be involved in our decision-making process. Community and stakeholder engagement is invaluable in its ability to enhance Council's capacity to make well-informed and sustainable decisions.

Under the Local Government Act 1995, every Local Government in Western Australia must develop a Strategic Community Plan (SCP), as part of an Integrated Planning and Reporting Framework. The SCP represents the community's long-term vision, values, aspirations, and priorities and what the City will do to help achieve them. This Strategy aims to support the SCP by becoming a connected and engaged community through meaningful and smarter community engagement activities.

### LOCAL GOVERNMENT DECISION MAKING HIERARCHY



The SCP 2018 – 2028 was informed by the *Imagine Vincent* campaign and has been the City's biggest ever community engagement initiative. The campaign asked the community what was important to them before starting the consultation and then took the consultation to places people actually wanted to go. This process included focused meetings, community conversations, social and traditional media, quick

## COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

polls, surveys, on-going pop-up meetings (at the footy, coffee shops, bars, pubs, and schools), direct contacts, and creation and use of a Community Engagement Panel.

The City of Vincent and the *Imagine Vincent* campaign was recognised and awarded the 2018 International Association Public Participation (IAP2) Australasia Core Values Award for Community Development. The *Imagine Vincent* campaign highlighted the importance of connecting with and involving the community wherever possible. It meant rethinking the way we engage, looking for new ways to remove barriers and being as accessible as possible.

The Community and Stakeholder Engagement Strategy (Strategy) and the Community and Stakeholder Engagement Policy (Policy) are designed to guide the way the City engages with its community and stakeholders to ensure that the community's **sentiments** and aspirations are continually represented and help to inform the decisions made.

The Strategy is supported by the Community and Stakeholder Engagement Policy. The Policy considers the guiding principles identified below and details the process for developing community engagement activities. The Strategy and Policy will be used as the platform to guide and foster a commitment to working together so decisions are evidence-based and reflect the views of the people of Vincent.

### IAP2 SPECTRUM OF PUBLIC PARTICIPATION

The IAP2 Spectrum of Public Participation was designed to assist with the selection of the level of participation that defines the public's roles in any public participation process (IAP2 International Federation 2018). This approach has informed the City's Strategy and Policy and will be considered in all engagement activities.

### WHO WILL USE THE STRATEGY?

The Strategy will be used by the City's Administration staff, Mayor and Elected Members, and will be available to the community for transparency and shared responsibility.

The Strategy will be continually reviewed and updated to ensure it reflects the City and community's **sentiments** in relation to community engagement practices. A minor and major review of the Strategy will be undertaken every two and four years, respectively.

### GUIDING PRINCIPLES

## COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

Public participation practices will be guided by the following principles. These principles have been developed from engagement with the Elected Members, administration and community members and are based on the IAP2 Core Values.

**Make robust-well informed decisions that are supported by evidence, aligned with strategic direction, and based on the needs and interests of everyone involved.**

Hearing and understanding what is important to the community is essential in making robust-well-informed decisions. The community are most affected by decisions made, highlighting the need to listen to and understand their opinions and experiences.

Before a decision is made, decisions makers should feel confident they have access to all relevant information, including but not limited to technical information, evidence, existing strategic direction and community sentimentsviews. This information will allow evidence-based decisions to be made that reflect the needs and interests of everyone (the community, stakeholders, and the City) involved.

The ability to make robust-well informed decisions will ensure the City is accountable for its decisions and can easily explain the reasons behind them.

**Hear and understand our community.**

Communication is a core function of what we do and is vital to the success of delivering our services. Effective communication will ensure that the community have an opportunity to be involved, to be heard and to be understood. No matter who makes the first contact, we will take the time to hear and understand what our community has to say and use this information to inform our decisions.

Hearing and understanding what is important to our community also helps us to advocate for the community when the City is not the decision maker.

**Meaningfully include the community in the decision-making process.**

Involving the community as early as possible maximises their ability to influence decisions that affect them and helps to make better informed decisions, for the greater good of the community. It also creates a sense of ownership and belonging for the community.

We will understand who should be involved and engage them as early as possible, ensuring they are aware of the strategic intent of the project. Participants will be aware of how their influence aligns with the IAP2 Spectrum of Public Participation,

## COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

how their participation will influence the outcomes of the subject project, and any future projects or outcomes that may be delivered thereafter. The engagement activities will be targeted and inclusive to encourage both widespread, but specific participation. For example, when a project will have a greater impact on the community, engagement activities will be designed to provide opportunity for maximum participation by removing as many barriers as possible. We will also be cognisant and mindful of engagement fatigue and seek opportunities for joint engagement activities or designing activities that are targeted to those who are interested or affected. In each situation when we receive feedback, we will actively listen to what is being said.

### **Engage in a way that facilitates the involvement of impacted communities.**

We know that different methods of engagement will reach different people and groups within our community. Through careful consideration of the engagement methods we use, we will make ourselves easily accessible to all members of the community who would like to connect with us. This includes identifying who might be hard to reach and understanding lifestyle constraints. We can then take action to remove barriers and plan engagement activities that allow the City to personally connect with the community.

Projects will be planned and aligned with the IAP2 Spectrum of Public Participation. This will increase the community's ability to be involved early and have ability to influence the direction and outcome of the project. We will go to the affected community and engage on site to ensure that interested, impacted and hard to reach groups are able to participate in decision making. Engagement activities will include the information needed so those who want to, can participate in a meaningful way. The information that is shared will be relevant, accurate and transparent. We will do our best to ensure everyone involved will understand what is being discussed, why it is important and what we can do about it. As a result, we will have mutually respectful dialogue and work together to achieve the best possible outcome.

### **Communicate before, during and after a decision is made.**

We manage many different projects and programs and deliver a large range of services to our community every day. All the projects, programs and services are aligned to the priorities in the Strategic Community Plan. We will work to ensure that community members are aware of any projects or works which may be of interest or affect them directly.

Different engagement methods will be used depending on the stage of the project and the purpose of the engagement activity. For example, a new project that has

## COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

maximum level of influence available may use engagement methods that encourage comprehensive and open dialogue to seek solutions. As the project progresses, engagement methods may become more specific and seek direct feedback using surveys or written feedback.

No matter the stage of a project, engagement activities will occur as necessary to ensure the community is informed of how the project is progressing, how they can participate and how their input will be used. Lastly, when a decision is made the community will have access to the decision and the reasons for it. Those who provided feedback will be informed of how their input was considered as part of the decision-making process.

### VINCENT AT A GLANCE

Age (ABS 2016)	Diversity (ABS 2016)
<ul style="list-style-type: none"> <li>Vincent has a lower proportion of young people, being 13% who are 0 – 14 years old and 10% who are 15 – 24 years old, compared to Greater Perth which has 19% and 13%, respectively.</li> <li>The largest proportion (39%) of Vincent’s population is aged 25 – 44 years old. This age range makes up 30% of the Greater Perth population.</li> <li>Vincent has a greater proportion of persons aged 65+, being 17% of the population compared to 14% of Greater Perth.</li> </ul> <p><i>Because of our broad range of ages, we will provide a range of ways for people to engage with the City.</i></p>	<p>3.9% of the population within the City of Vincent and Greater Perth require assistance for core activities.</p> <p><i>To ensure that everyone can engage with us and participate in the decision-making process, engagement activities should be as accessible and inclusive as possible.</i></p> <p>When compared to Greater Perth (2%), the City of Vincent (0.9%) has a slightly lower proportion of persons who are Aboriginal or Torres Strait Islanders.</p> <p><i>The City of Vincent acknowledges the traditional lands of the Whadjuk Noongar people. We will strengthen our relationship with persons who are Aboriginal or Torres Strait Islanders by continuing to have conversations and seeking input from the Whadjuk Working Group.</i></p>
Education (ABS 2016)	Languages other than English (ABS 2016)
<p>Vincent has 40.8% of people with a bachelor’s degree or above, compared to 22.9% in Greater Perth.</p>	<p>25.9% of the households in Vincent speak a language other than English. Other languages spoken includes, but is</p>

## COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

<p><i>Although Vincent has a highly educated community, engagement activities should be designed so that everyone can participate if they want to.</i></p>	<p>not limited to Italian, Mandarin, Vietnamese, Cantonese, and Spanish.</p> <p>Of those who speak a language other than English, 18.2% speak English well or very well and 3.7% do not speak English well or not at all.</p> <p><i>Plain English will be used and translation services will be available so that everyone can understand what is being said.</i></p>
<p><b>Employment Status (ABS 2016)</b></p> <p>Of the people living in Vincent who are employed, 61.5% work full-time and 31% work part-time.</p> <p><b>LINK WITH FAMILY COMPOSITION IN DESIGNED DOCUMENT.</b></p>	<p><b>Unpaid Work (ABS 2016)</b></p> <p>Vincent has a large population that undertakes unpaid work, being:</p> <ul style="list-style-type: none"> <li>• 21.6% of the population have reported doing some form of voluntary work;</li> <li>• 8.5% of the population provided unpaid assistance to a person with a disability, long term illness or old aged persons; and</li> <li>• 21.7% of people aged 15+ provided unpaid care to children.</li> </ul> <p><i>The City of Vincent acknowledges and values unpaid work that supports home and community life. Understanding our community's commitments will help to plan suitable engagement activities around the needs of the community members.</i></p>
<p><b>Family composition (ABS 2016)</b></p> <p>Within Vincent, 48% of households are made up of a couple family without children and 49.4% of households include children.</p> <p><i>Lifestyle constraints often affect people's ability to participate in engagement activities. Understanding typical lifestyles will help to plan suitable engagement activities around the needs of the community members.</i></p>	<p><b>Dwelling Types: (ABS 2016)</b></p> <p>Vincent has a higher proportion of flats or apartments (26.6%) and lower proportion of separate houses (51.2%), compared to Greater Perth which comprises 6.6% flats or apartments and 76.9% separate houses.</p> <p><i>Vincent is more densely populated than Greater Perth. Engagement activities should be targeted, but accessible. Opportunities to minimise engagement fatigue should also be investigated.</i></p>

# COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

<p><b>Preferred methods of engagement</b> (City of Vincent Community Workshop, 2020)</p> <p>Community members have identified the preferred methods of engagement include email, social media, local newspaper, website, letters, newsletters and personal contact (City of Vincent Community Workshop, 2020).</p> <p><i>These preferred methods will be considered when selecting appropriate engagement activities to suit the needs of the project.</i></p>
<p style="text-align: center;"><b>Our Stakeholders</b></p> <ul style="list-style-type: none"> <li>• Community members - residents, rate payers, customers, visitors</li> <li>• Businesses - local businesses, suppliers, contractors, service providers</li> <li>• Government – other LG’s, state government, federal government</li> <li>• Industry associations and peak bodies – i.e. Western Australian Local Government Association</li> <li>• Community interest groups – Town teams, community groups, sporting associations, schools</li> <li>• Inclusion groups – people with disabilities, culturally and linguistically diverse, Aboriginal and Torres Strait Islander Peoples, Seniors, Youth and Young People, LGBTIQ+</li> <li>• Internal – Mayor and Councillors, Administration Staff</li> </ul> <p><i>Understanding who our stakeholders are allows us to better understand how we can build relationships and engage with them.</i></p>

## WHAT IS COMMUNITY AND STAKEHOLDER ENGAGEMENT?

*Community engagement is an intentional process with the specific purpose of working across organisations, stakeholders and communities to shape the decisions or actions of the members of the community, stakeholders or organisation in relation to a problem, opportunity or outcome (International Association for Public Participation (IAP2) Australasia 2020).*

The word ‘**community**’ includes individuals and groups of people; stakeholders, interest groups and citizen groups (IAP2 Australasia 2020). This includes our residents, ratepayers, business owners, community groups, customers, employees and visitors in Vincent.

The word ‘**stakeholder**’ defines individuals, a group of individuals, organisations or a political entity with a specific stake in the outcome of the City’s decisions.

## COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

The word **'engagement'** describes the interaction we have with our community and stakeholders and includes terms such as communication, participation, consultation and customer service.

### WHY WE ENGAGE?

We live in a complex environment. Our population is ageing and becoming increasingly urbanised, technology is advancing rapidly, and people can access information quicker than ever before. To adapt to these changes the City must understand and be more responsive to environmental impacts, financial constraints, and the needs of its community members. This ensures it can act in the best interest of everyone and be accountable to all decisions made.

To be responsive to our changing environment, the City relies on the community to understand what is most important to them. Community and stakeholder engagement are the driving force that enable the City to lead change, helping to:

- Make better decisions.
- Decisions are consistent with community interests and values.
- Increase community ownership of decision making.
- Build advocates for decisions in the community.
- Keep our community informed of what we are doing.
- Keep the City informed of key themes within the community.
- Meet statutory obligations.

### WHERE DO WE WANT TO BE?

When we engage meaningfully, we maximise the opportunity to understand what is important to the community and stakeholders. This helps us to make informed decisions that are aligned with the key priorities of the Strategic Community Plan 2018 - 2028.

Our stakeholders can contribute significantly to the decision-making and problem-solving process. People who are interested and/or affected by a project can help us as they will:

- Be aware and understand key issues or potential improvements within the community.
- Understand the context, issues and potential impacts.
- Establish whether further research is needed into the problem.
- Assist us with creative solutions that can address the concerns of the Council and the community.

## COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

When the community is confident that their opinions will be heard and will influence the decision or result in an action, they are more likely to participate in the process, leading the decision-makers to be more confident in the decisions they are making. When we engage effectively, the community and the Council will benefit in the following ways:

Community	Council
Improved participation in Council's decisions	The process provides the ability for interested and affected community members to participate
Feelings of inclusion and confidence that opinions will be heard	Increased understanding of community issues
Shared vision and a better understanding of Council strategies, policies, projects and decisions	Decisions are informed by an understanding of community values, feelings, opinions and aspirations
The information included for consultation is accurate, and it is understood why comments are being sought	Projects can be prioritised to meet the needs and wants of the community
Increased ownership of projects within the City	Gains early buy-in and strengthened trust
Strengthened relationship with the City	Better project and service delivery outcomes
Better understanding of the perspectives of others in the community	Build more resilient relationships with the community
Increased confidence in one's ability to participate in community engagement activities.	Increased opportunity for community participation by excluding technical jargon and ensuring information shared is user friendly and accessible.

### HOW WILL WE GET THERE?

Action Items	Responsibility
<b>Implementation of the Strategy</b>	
<p><b>Comment:</b> The City's Policy No. 4.1.5 Consultation Policy was formally adopted in 2014. A major review has not been undertaken since then. This presents opportunity to review the existing Consultation Policy and our practices to ensure our community engagement activities align with the vision and principles of the Strategy.</p>	

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# COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

<p><b>Action 1.1:</b> Develop a Community and Stakeholder Engagement Policy to guide how the City will engage with its community, taking into consideration the guiding principles of the Strategy.</p> <p><b>Timeframe:</b> 2020/21</p>	<p><a href="#"><u>Policy &amp; Place</u></a></p>
<p><b>Action 1.2:</b> Develop a Community and Stakeholder Engagement Toolkit (comprising of guidelines, information sheets and templates) to assist staff in delivering community engagement plans.</p> <p><b>Timeframe:</b> <del>June</del>-2021</p>	<p><a href="#"><u>Policy &amp; Place</u></a></p>
<p><b>Action 1.3:</b> Review internal processes for community consultation as part of the Promapp process.</p> <p><b>Timeframe:</b> 2021/22</p>	<p><a href="#"><u>Marketing &amp; Partnerships</u></a></p>
<p><b>Action 1.4:</b> Develop a Marketing and Communications Plan, including a live community and stakeholder engagement calendar to help strategic planning of engagement activities and avoid engagement fatigue.</p> <p><b>Timeframe:</b> 2020/21</p>	<p><a href="#"><u>Marketing &amp; Partnerships</u></a></p>
<p><b>Training and development</b></p>	
<p><b>Comment:</b> The Strategy adopts the IAP2 approach to community engagement. Training in community and stakeholder engagement would improve the City's success in delivering the vision of the Strategy and improve our engagement practices.</p>	
<p><b>Action 2.1:</b> Develop and implement a training and development plan for City staff and Elected Members to achieve the guiding principles and outcomes outlined within the Strategy.</p> <p><b>Timeframe:</b> 2021/22</p>	<p><a href="#"><u>Marketing &amp; Partnerships</u></a></p> <p><a href="#"><u>Human Resources</u></a></p>
<p><b>Improved information sharing</b></p>	
<p><b>Comment:</b> The Strategic Community Plan 2018 – 2028 identifies the need to improve access to information on all that we offer to our community and to provide a single location for all information sharing. This presents an opportunity to review our existing resources (such as the City of Vincent website). Connecting with our</p>	

## COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

community groups and researching other best practice efforts locally, nationally and internationally will inform how we can improve how we share information.	
<b>Action 3.1:</b> Review and update the City of Vincent website and other digital platforms, considering the quality and effectiveness of information provided.	<a href="#"><u>Marketing &amp; Partnerships</u></a>
<b>Timeframe:</b> 2021/22	
<b>Action 3.2:</b> Investigate ways to remove barriers of sharing information and participating in engagement activities and implement more effective ways to engage with our community and stakeholders.	<a href="#"><u>Marketing &amp; Partnerships</u></a>
<b>Timeframe:</b> 2021/22	
<b>Action 3.3:</b> Develop information sheets for connecting and engaging with minority and other hard to reach groups.	<a href="#"><u>Marketing &amp; Partnerships</u></a>
<b>Timeframe:</b> 2021/22	
<b>Action 3.4:</b> Review the City's practices for targeted engagement with professionals and skilled community members to ensure most effective use of these resources.	<a href="#"><u>Marketing &amp; Partnerships</u></a>
<b>Timeframe:</b> 2024/22	
<b>Action 3.5:</b> Establish a Community Engagement Panel	<a href="#"><u>Marketing &amp; Partnerships</u></a>
<b>Timeframe:</b> 2021/22	
<b>Action 3.6:</b> Develop a guide to support planning location-based engagement activities for significant projects.	<a href="#"><u>Marketing &amp; Partnerships</u></a>
<b>Timeframe:</b> 2021/22	
<b>Reviewing and reporting</b>	
<b>Comment:</b> Understanding the results of our community engagement practice will inform the decisions we make. Similarly, regular review and report of the Strategy will ensure our engagement activities align with the community's <a href="#"><u>sentimentsviews</u></a> and aspirations.	

## COMMUNITY AND STAKEHOLDER ENGAGEMENT STRATEGY

<p><b>Action 4.1:</b> Develop a consistent approach to reporting on <a href="#">community engagement outcomes individual items</a> to Council so they are provided with the relevant information to make an informed decision.</p> <p><b>Timeframe:</b> 2021/22</p>	<p><a href="#">Marketing &amp; Partnerships</a></p> <p><a href="#">Governance</a></p>
<p><b>Action 4.2:</b> Research and implement ways to seek feedback on community engagement activities and outcomes.</p> <p><b>Timeframe:</b> 2021/22</p>	<p><a href="#">Marketing &amp; Partnerships</a></p>
<p><b>Action 4.3:</b> Undertake a minor and major review of the Strategy every two and four years, respectively. This should include <a href="#">yearly surveys to understand community perceptions and</a> review of whether engagement activities and practices are achieving the desired outcomes of the Guiding Principles, and improvements implemented.</p> <p><b>Timeframe:</b> <a href="#">Next minor review 2022/23</a> <a href="#">Ongoing</a></p>	<p><a href="#">Policy &amp; Place</a></p> <p><a href="#">Marketing &amp; Partnerships</a></p>

This document is available in other formats and languages upon request.

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



Legislation / local law requirements	<<Insert any legislation or local law that is relevant to the policy>>
Relevant delegations	<<Insert any delegations that are relevant to the policy>>
Related policy procedures and supporting documentation	<p>&lt;&lt;Insert all relevant procedures, guidelines and supporting documents. Please include CM reference number and provide these as PDF documents to Governance&gt;&gt;.</p> <p><i>Please note that all documents with an external focus will be hyperlinked for publication to the City's website. Documents with internal and external focus will be hyperlinked for publication to the City's Vintranet.</i></p>

## PART 1 – PRELIMINARY

### PURPOSE

Community engagement is an essential practice that allows the City to deliver its services in a way that reflects the community's vision by involving them in the decision-making process. This Policy has been developed in conjunction with the Community and Stakeholder Engagement Strategy, which details the principles ~~that will guide the way~~ on how we engage with our community.

### OBJECTIVE

The objectives of this policy are to:

- ~~Facilitate~~ Facilitate informed decision making
- ~~Enable a proactive approach to community engagement and achieve inclusive and meaningful outcomes~~ etail the City's commitment to effective and relevant community and stakeholder engagement
- ~~Detail the process for community and stakeholder engagement~~ Improve consistency of community engagement practices across the organisation
- ~~Ensure information is effectively and efficiently communicated~~ Improve information delivery and sharing internally and externally
- ~~Promote an consistent, inclusive,~~ accountable, transparent, and accessible approach to engagement

### SCOPE

This Policy applies to elected members, City staff, and external stakeholders working on any ~~to all~~ corporate documents (strategies, policies, and action plans), programs, projects ~~and or~~ services that are delivered by, or on behalf of the City and have an impact on its community.

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



## PART 2 – POLICY PROVISIONS

### 1. DEFINITIONS

**Community** means individuals and groups of people; stakeholders, interest groups and citizen groups (IAP2 Australasia 2020). This includes our residents, ratepayers, business owners, community groups, customers, employees, and visitors in Vincent.

**Stakeholder** means individuals, a group of individuals, organisations, or a political entity with a specific stake in the outcome of the City's decisions.

**Engagement** means the interaction we have with our community and stakeholders and includes terms such as communication, participation, consultation, and customer service.

Other terms specific to statutory [and strategic](#) planning are included within [Section 8 Appendix 2](#) of this Policy.

### 2. GUIDING PRINCIPLES

The following principles have been adopted by the City and will guide community engagement activities. This policy should be read in conjunction with the Community and Stakeholder Engagement Strategy, which describes the intent, intended outcomes and how we will measure [our](#) performance for each of the principles below.

1. Make [robust](#) decisions based on the needs and interests of everyone involved.
2. Hear and understand our community.
3. Meaningfully include the community in the decision-making process.
4. Engage in a way that facilitates involvement of impacted communities.
5. Communicate before, during and after a decision is made.

### 3. PUBLIC ENGAGEMENT SPECTRUM

The International Association for Public Participation (IAP2) has developed a spectrum that outlines the increasing levels of participation the [public community](#) can have in a decision-making process.

This spectrum has been adapted and adopted by the City of Vincent [City](#) and is embedded in the processes and guidelines ([Appendix 1](#)) that inform the way the City will engage with its community and stakeholders. The level of participation will be clearly outlined in each project, ensuring the community and stakeholders are aware of how their feedback will influence the decisions being made.

The levels of participation are:

Inform: The City will keep the community and stakeholders informed of decisions, actions or for educational purposes.

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



- Consult: The City will consult with the community and its stakeholders for the purpose of obtaining opinions and feedback and provide opportunity for the community to share their knowledge before a decision is made.
- Involve: The City will work with the community to ensure concerns and aspirations are reflected in alternatives developed and provide feedback on how public input influenced the decision.
- Collaborate: The City will collaborate with the community to develop and build solutions. Input will be reflected in the decisions to the maximum extent possible.

## 4. WHEN THE CITY WILL ENGAGE

The City will engage with the community:

- When the City is required to make a decision that would affect the community or where the community may be interested and/or affected by this decision, and there is the ability for the community to influence the decision.
- To satisfy statutory obligations.
- To obtain input for strategic projects being delivered by the City.
- To notify a participant of a decision made.

## 5. WHEN THE CITY MAY NOT ENGAGE

There may be instances when it is impractical for the City to engage, such as when a decision must be made quickly in the interest of the City (e.g., public safety); there are legal, commercial or legislative constraints; when the City is not the determining authority; or when the decision relates to a minor operational matter that would have minimal impact on the community or stakeholders.

In these instances, the City will inform affected community members and stakeholders about the decision and the reasons for it.

## 6. EXCLUDED ADVERTISING PERIODS

Advertising periods are to be amended in accordance with the following requirements:

<u>Holiday</u>	<u>Comment</u>
<u>Public Holiday</u>	<u>Where consultation falls on a public holiday, the consultation period shall be extended by the number of public holiday days.</u>
<u>Easter Holiday (a period of seven (7) days commencing on Good Friday)</u>	<u>Where consultation falls within this period, the number of days within this period shall be added onto the consultation period.</u>

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Christmas and New Year (18 December to 8 January)

Where consultation falls within this period, the number of days within this period shall be added onto the consultation period.

The engagement period may also need to be amended when a specific stakeholder group needs to be reached and/or the engagement activities planned conflict with a holiday period that is specific to that stakeholder group (e.g. school holidays, Chinese New Year, etc.).

## 7. AUTHORITY TO VARY THE EXTENT OF CONSULTATION

Where a proposal/significant development may be of a complex nature, affect a broader area, or be of considerable interest to the community, the Chief Executive Officer has the discretion to require the Applicant to hold one or more public meetings/forums. The meetings will be at no cost to the City, and will be to explain the proposal/development to the community.

The type, location and timing of the meeting shall be organised and communicated to the satisfaction of the Chief Executive Officer.

[This document is available in other formats and languages upon request.](#)

~~**This document is available in other formats and languages upon request.**~~

OFFICE USE ONLY	
RESPONSIBLE OFFICER	<<Please add position title>>
INITIAL COUNCIL ADOPTION	Date: <Approval Date>, Ref# <TRIM Ref>
REVIEWED / AMENDED	Date: <approval Date>, Ref#: <TRIM Ref>
RESPONSIBLE OFFICER	Date: <review Date>,

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# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 1 – How the City Engages



### 1. How the City Engages

To achieve best practice in community engagement, the engagement methods and sequence which form the engagement plan needs to be tailored to the specific requirements of the project. The following table outlines the process involved and seeks to meet each of the guiding principles identified within Section 2 of the Policy.

The following method is to be followed for all engagement activities undertaken by the City.

Phase	Actions
<p><b>Determine if community and stakeholder engagement is required</b></p>	<p><del>To determine if community and stakeholder engagement is required, consider if the decision would have any impact on the community.</del></p> <p><del>If 'yes', community and stakeholder engagement is required, following the process below.</del></p> <p><del>If 'no', does the reason not to engage align with a reason identified in Section 5 'When the City may not engage' of the Policy?</del></p> <p>If the project does not align with a reason identified within Section 5 <a href="#">of the Policy 'When the City may not engage'</a>, community and stakeholder engagement is required, following the process below.</p> <p>If the project aligns with a reason within Section 5, affected community members should be informed of the decision, using the process below.</p> <p>Note: When there is no ability to influence a decision, 'Informing' the community and stakeholders of the decision may be the appropriate engagement activity.</p>
<p><b>Design</b></p>	<ol style="list-style-type: none"> <li>1. Consider and understand the context and scope of the project.</li> <li>2. Consider and understand who might be interested and/or affected.</li> <li>3. Consider and understand the risks that may be involved for the community, Council, and <del>a</del>Administration.</li> <li>4. Consider and understand the purpose of the engagement.</li> <li>5. Consider any statutory requirements that must be complied with as part of the engagement plan.</li> <li>6. Identify key milestones or other opportunities to provide updates or other important information to the community.</li> </ol>

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

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<p><b>Plan</b></p>	<p>Determine the level of community participation and select activities appropriate and aligned to achieve those outcomes.</p> <p>The activities selected should consider and reflect the most effective way to connect with the community and stakeholders. Consideration of location-based activities or other ways that facilitate personal connection are encouraged.</p> <p><u>Note:</u></p> <ul style="list-style-type: none"> <li>• <del>Table 1</del> The table outlined within the <i>guide to establish level of participation</i> below provides guidance on typical levels of participation for different types of projects.</li> <li>• The wider the scope of the project, the higher the level of participation should be available to the community. This will result in a stronger level of community influence over the decisions being made.</li> <li>• The planning should consider the life of the project and how the different engagement activities can be used depending on the phase of the project and the purpose of the engagement. It is likely the level of involvement will require more than one level of involvement as identified within the IAP2 spectrum.</li> <li>• Minimum advertising requirements for development applications are included in Appendix 2 ‘Statutory and Strategic Planning’.</li> </ul>
<p><b>Implement and manage</b></p>	<p>Prior to implementation, review the design and planning phase and consider if the steps and actions will:</p> <ul style="list-style-type: none"> <li>• Reach the right people.</li> <li>• Ask the right questions.</li> <li>• Be delivered in a timely and meaningful way.</li> <li>• Inform decision making.</li> <li>• Consider the potential risks and contain appropriate solutions.</li> <li>• Be flexible enough to manage change if necessary.</li> </ul> <p>Once satisfied, it is time to draw upon resources available to deliver the consultation project.</p> <p>While consultation is occurring, it is necessary to be available to respond to community enquiries as they arise. Providing support will assist in providing a better experience for the community, as well as building trust and developing relationships.</p>

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



## Appendix 1 – How the City Engages

<p><b>Review and respond</b></p>	<p>The process for reviewing and responding to submissions is to:</p> <ol style="list-style-type: none"> <li>1. Analyse the submissions received (to understand who responded, why they are interested or affected and if anyone is missing from the conversation).</li> <li>2. Prepare responses (including further assessment and engagement and make changes to the project to address the issue(s) raised).</li> <li>3. Document the responses (to be included in a report or provided as a direct response to the participants).</li> <li>4. When subject to determination at an Ordinary Meeting of Council, inform participants of the meeting date, providing as much notice as possible.</li> <li>5. Publish the decision/project update on the City’s website and send decision/project update to participants.</li> </ol> <p>When responding to submitters, consider how their input influenced the decision and what the best method to deliver this message is.</p> <p>It is also necessary to review and evaluate how effective the engagement was. This includes consideration of the overall engagement sequence and the engagement methods, including whether they aligned with the scope of the project and the purpose of the engagement.</p> <p>This review should determine if enough information is available to make an informed decision, or if further consultation is required.</p> <p><i>See section 1.1 Guidelines-Principles for responding to submissions below.</i></p>
<p><b>Reflect and report</b></p>	<p>Consider the effectiveness of the engagement plan and report on the findings so that others can learn from this practice. Reflecting on and reviewing the engagement process will assist in improving practices and efficiency in community consultation.</p>

### 1.1 Principles for responding to submissions

The following principles should be considered when responding to submissions:

- Respond to all questions within the submission prior to the decision being made.
- When required, contact submitters to clarify comments within the submission before the decision is made.
- The summary of submissions report should provide sufficient context and detail to enable responses to be understood. Submission can be included verbatim if deemed necessary and the submitter has provided consent to do so.
- Responses should be supported with evidence.
- Provide justification for not supporting suggestions, such as those that are beyond the project’s scope.
- Provide reasons if a suggested change to the project has not been adopted.
- Provide a direct update to participants and publish information on the City’s website if the project process is required to change.
- Responses are to be provided as soon as reasonably possible.
- Consider whether marketing/media communication is required.

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 1 – How the City Engages



### 1.2 Guide to establish level of participation

The following matrix guides the level of participation that would generally be expected for different project types. The level of participation can be varied and is to be determined by following the process within Section 1 (How the City Engages) above. ~~The guide does not cover all projects and activities undertaken by the City~~ If the project type is not listed below, consider the most similar project type in relation to community investment and impact.

	<b>Inform</b>	<b>Consult</b>	<b>Involve</b>	<b>Collaborate</b>
<b>Ability to influence</b>	<i>There is no ability to influence the decision.</i>	<i>There is some ability to influence the decision.</i>	<i>There is medium ability to influence the decision.</i>	<i>There is high ability to influence the decision.</i>
<b>Our commitment</b>	Information is circulated to assist in understanding a deliverable or decision that is going to happen or has already happened.	To seek input, feedback or advice before the project is progressed or a decision is made.	To seek input, gather ideas, identify preferred options or alternatives.	To find collective solutions or to obtain a deeper understanding of what is important to help shape the projects future.
<b>Project</b>	<ul style="list-style-type: none"> <li>When a decision has already been made</li> <li>Implementation updates</li> <li>Development applications (notification of changes/ determinations)</li> <li>For a reason detailed in Section 5 of the Policy</li> </ul>	<ul style="list-style-type: none"> <li><del>When there is some ability to influence the decision (i.e. Infrastructure verge tree locations i.e., pop-up play, verge trees)</del></li> <li>Strategic planning documents phase 2 (understanding what we heard)</li> <li>Minor amendments to policies and strategies</li> <li>Implementation of actions created within strategies or other corporate documents</li> <li>Development applications (when there are departures to the statutory framework and the community or stakeholders may be affected)</li> </ul>	<ul style="list-style-type: none"> <li>Strategic planning documents phase 1 (visioning)</li> <li>Major amendments to strategic documents</li> </ul>	<ul style="list-style-type: none"> <li>Master planning and design</li> <li>Strategic community vision documents i.e., Strategic Community Plan</li> <li>Place Plans</li> <li>New major strategic plans</li> </ul>

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 1 – How the City Engages



### 2. Minimum Advertising Periods

The timeframe engagement activities should be guided by any relevant statutory requirements but determined based on its individual merits and requirements. The following identifies minimum advertising periods for engagement activities:

Project type	Minimum timeframe
Informing of project updates, notifications of decisions, etc.	Ad hoc
<ul style="list-style-type: none"> <li>Informing of upcoming maintenance works (including but not limited to traffic management, road works, street upgrade, change to parking conditions, etc) in a local context.</li> </ul> <p><i>Note: Where schedules of maintenance works are available, the schedule shall be published on the City's website.</i></p> <ul style="list-style-type: none"> <li>Consultations that are targeted and specific (i.e., implementation actions created from other strategies, verge tree locations)</li> </ul>	14 days
<ul style="list-style-type: none"> <li>Strategic documents (i.e., strategies, policies, and plans, including amendments)</li> <li>Projects that would affect large community groups (i.e., lighting or park infrastructure, changes to parking restrictions)</li> </ul>	21 days

*Note: Timeframes for development applications are included in Appendix 2.*

### 3. Consultation Methods

#### 3.1 Mandatory requirements

All engagement activities must be published on the City's website.

#### 3.2 Other consultation methods

Each community engagement plan will be different and depend on the information being sought and who the target audience is. The following non-exhaustive list provides some suggestions for appropriate methods of consultation.

- Advisory group
- [Citizens' jury](#)
- Community education program
- Community panel
- Conversation cafe
- Door knocking
- E-newsletter
- Flyer
- Information sheets / FAQ's
- Interactive mobile app/ online tool
- Letter
- Local newspaper advertisement
- Location based engagement
- Online discussion forum
- Open house
- Phone calls
- Public display
- Social media post
- Sign on site
- Specific and targeted site visits (e.g. schools, aged care, etc)
- Survey
- Voting
- Webinar
- Website
- Workshop

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 1 – How the City Engages



### 4. Extent of Engagement

Certain projects are highly localised and impact just a few people or households, while others could impact all residents, businesses or visitors in Vincent. The examples below provide guidance on the extent of engagement campaigns for different projects that have worked in the past.

<u>Project Example</u>	<u>Impacted Stakeholders</u>	<u>Extent</u>
<u>Localised:</u> <u>Character Areas – Cleaver Precinct</u>	<u>All homeowners in the Cleaver Precinct</u>	<u>Doorknocking and letter drops to all affected properties</u>
<u>Broad:</u> <u>Britannia North-West Development Plan</u>	<u>Users of Britannia Reserve</u>	<u>400m letter drop, based on the walkable catchment of the park</u>
<u>City-wide:</u> <u>Food Organics Garden Organics</u>	<u>All residents in Vincent</u>	<u>Brochure to all Vincent residents</u>

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



## Appendix 2 – Statutory & Strategic Planning

Development assessment or 'statutory planning' involves the assessment of development applications to use land or undertake building works against planning controls.

Development applications are assessed against the Deemed Provisions of the *Planning and Development (Local Planning Schemes) Regulations 2015*, the City's Local Planning Scheme (as amended), the Residential Design Codes and relevant Local Planning Policies.

Consultation for development applications is to occur in accordance with the minimum standards set out below to ensure a consistent approach to consultation on development applications.

### 1. Definitions

**Complex development application** means a development application which proposes or is of the type:

- Telecommunications infrastructure
- Development on City owned and managed land
- Mandatory or Optional Development Assessment Panel Form 1 applications as defined by the *Planning and Development (Development Assessment Panel) Regulations 2015*

**Directly adjoining properties** means only the properties with a boundary directly abutting to where the departure is proposed.

**Adjoining property** is as per State Planning Policy 7.3 Residential Design Codes.

**Adjacent property** means properties that would otherwise be adjoining to the subject site or property if not for being separated by a public road (*Refer Figure 1 and 2*).

### 2. Minimum Advertising Requirements

#### 2.1. Statutory Planning

Description	Minimum comment period (Calendar days) <sup>(1) (2)</sup>	Website	Extent of consultation <sup>(3)</sup> <sub>(9) (10)</sub>	Sign on site	Newspaper
<b>Uses and/or associated works <sup>(4)</sup></b>					
"P" and "D" uses that require the exercise of discretion	14 days	Yes	All adjoining and adjacent properties	No	No
"A" uses which have not previously been approved by the City	14 days	Yes	All adjoining and adjacent properties	Yes	No
Unlisted uses	28 days	Yes	200 metres radius	Yes	Yes
Non-conforming uses	14 days	Yes	All adjoining and adjacent properties	Yes	Yes

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY

## Appendix 2 – Statutory & Strategic Planning



Description	Minimum comment period (Calendar days) <sup>(1) (2)</sup>	Website	Extent of consultation <sup>(3)</sup> <sub>(9) (10)</sub>	Sign on site	Newspaper
“A” uses and Unlisted uses which have previously been approved and do not significantly increase the intensity of the site	14 days	Yes	All adjoining <u>and adjacent</u> properties	No	No
“X” uses	Will not be considered by the City				
<b>Residential Development</b>					
All residential development that <u>does not meet all deemed-to-comply criteria</u> , subject to <b>State Planning Policy 7.3 Residential Design Codes</b>	14 days	Yes	All adjoining and adjacent properties <sup>(5)</sup>	No	No
<u>Development that proposes a building height of three storeys or more and proposes additional storeys above the deemed-to-comply height standards or Acceptable Outcomes</u>	<u>14 days</u>	<u>Yes</u>	<u>100 metres</u>	<u>No</u>	<u>No</u>
<b>Heritage Development</b>					
Demolition of any structure/ building on a heritage protected place, unless: <ul style="list-style-type: none"> <li>written notification is provided by the City confirming the proposed structure/ building to be demolished does not contribute to the significance of the heritage place; and/ or</li> </ul>	14 days	Yes	All adjoining and adjacent properties	<del>No</del> <u>Yes<sup>11</sup></u>	<del>No</del> <u>Yes<sup>11</sup></u>

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



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Description	Minimum comment period (Calendar days) <sup>(1) (2)</sup>	Website	Extent of consultation <sup>(3)</sup> <sub>(9) (10)</sub>	Sign on site	Newspaper
<ul style="list-style-type: none"> <li>the works are exempt by a local planning policy.</li> </ul>					
<p><u>Alterations and additions of any structure/ building on a state heritage protected place, unless:</u></p> <ul style="list-style-type: none"> <li>the works are for <u>external fixtures (as defined by the Residential Design Codes) or restoration and/ or remediation works.</u></li> </ul>	14 days	Yes	All adjoining and adjacent properties	Yes	No
<p><u>Any development application within a design guideline area, character retention area or heritage area adopted by Council through a local planning policy that does not meet all deemed-to-comply criteria <sup>(6)</sup></u>  <del>Any development application within a design guideline area, character retention area or heritage area adopted by Council through a local planning policy <sup>(6)</sup></del></p>	14 days	Yes	All owners and occupiers located within that design guideline area, character retention area or heritage area	No	No

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



## Appendix 2 – Statutory & Strategic Planning

Description	Minimum comment period (Calendar days) <sup>(1) (2)</sup>	Website	Extent of consultation <sup>(3)</sup> <sub>(9) (10)</sub>	Sign on site	Newspaper
<b>Complex development applications</b>					
<a href="#">Mandatory or Optional Form 1 DAP applications</a>  Telecommunications infrastructure  Development on City owned and managed land <del>Mandatory or Optional Form 1 DAP applications</del>	28 days	Yes	200 metres radius	Yes	Yes
<b>Form 2 DAP Application <sup>(7)</sup></b>					
Amendment to a DAP application where: discretion is required; and works may have an impact on the amenity of nearby properties	14 days  OR  28 days	Yes	All adjoining and adjacent properties  OR  200 metres radius	No  OR  Yes	No  OR  Yes
<b>Public Works or Applications of State Significance or when the City is not the decision maker</b>					
All applications where the City is not the decision maker	Owners and occupiers are to be notified of the proposal as though it was a development application being determined by the City. Submitters are to provide their comments directly to the determining authority as per the information provided on the notification letter.				

### 2.2. Strategic Planning

<u>Description</u>	<u>Minimum comment period (Calendar days) <sup>(1) (2)</sup></u> <sub><sup>(8)</sup></sub>	<u>Website</u>	<u>Extent of consultation <sup>(3)</sup></u> <sub><sup>(9) (10)</sup></sub>	<u>Sign on site</u>	<u>Newspaper</u>
<b>Local Planning Strategy (Strategy)</b>					
<a href="#">Local Planning Strategy</a>	21 days	Yes	<a href="#">Stakeholder analysis</a>	N/A	Yes

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## Appendix 2 – Statutory & Strategic Planning

<u>Description</u>	<u>Minimum comment period (Calendar days)</u> <sup>(1) (2)</sup> <sub>(8)</sub>	<u>Website</u>	<u>Extent of consultation</u> <sub>(3) (9) (10)</sub>	<u>Sign on site</u>	<u>Newspaper</u>
<u>Amendment to Strategy</u>	<u>21 days</u>	<u>Yes</u>	<u>Stakeholder analysis</u>	<u>If it affects a specific site</u>	<u>Yes</u>
<b><u>Local Planning Scheme (Scheme)</u></b>					
<u>New Scheme</u>	<u>90 days</u>	<u>Yes</u>	<u>Stakeholder analysis</u>	<u>N/A</u>	<u>Yes</u>
<u>Modification to new Scheme</u>	<u>60 days</u>	<u>Yes</u>	<u>Stakeholder analysis</u>	<u>If it affects a specific site</u>	<u>Yes</u>
<b><u>Amendments to a Local Planning Scheme (LPS)</u></b>					
<u>Complex amendment</u>	<u>60 days</u>	<u>Yes</u>	<u>Stakeholder analysis</u>	<u>If it affects a specific site</u>	<u>Yes</u>
<u>Modifications to complex amendment</u>	<u>42 days</u>	<u>Yes</u>	<u>Stakeholder analysis</u>	<u>If it affects a specific site</u>	<u>Yes</u>
<u>Standard amendment</u>	<u>42 days</u>	<u>Yes</u>	<u>Stakeholder analysis</u>	<u>If it affects a specific site</u>	<u>Yes</u>
<u>Modification to standard amendment</u>	<u>21 days</u>	<u>Yes</u>	<u>Stakeholder analysis</u>	<u>If it affects a specific site</u>	<u>Yes</u>
<b><u>Local Planning Framework</u></b>					
<u>Structure Plan (new or amendment)</u>	<u>42 days</u>	<u>Yes</u>	<u>Stakeholder analysis</u>	<u>Yes</u>	<u>Yes</u>
<u>Local Planning Policy (new and amendment)</u>	<u>21 days</u>	<u>Yes</u>	<u>Stakeholder analysis</u>	<u>If it affects a specific site</u>	<u>Yes</u>
<u>Local Development Plans (new or amendment)</u>	<u>14 days</u>	<u>Yes</u>	<u>Stakeholder analysis</u>	<u>Yes</u>	<u>Yes</u>

**Notes:**

- (1) With exception of those time periods as outlined in Section 7 of this Policy in relation to advertising over weekends and holiday periods.
- (2) The advertising period commences on the date the notification letters are sent by the City and where applicable, the sign on site is erected.
- (3) The extent or radius of advertising may be extended at the discretion of the City.
- (4) Land use classifications are in accordance with Clause 18 of the City’s Local Planning Scheme No. 2.
- (5) Where a departure may have an adverse impact on a specific property/ies, the City may reduce the extent of advertising to only those who may be affected.

# COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



## Appendix 2 – Statutory & Strategic Planning

- (6) Does not include the William Street Design Guideline Area and structures above or adjacent to the Graham Farmer Freeway Tunnel Northbridge Design Guideline Area.
- (7) Advertising requirement options specified is dependent on the extent of discretion sought and the extent of potential impact on the amenity of nearby properties, in the opinion of the City.
- (8) In accordance with the Planning and Development (Local Planning Scheme) Regulations 2015 the local government may decide not to advertise an amendment if, in the opinion of the local government and the Commission, the amendment is of a minor nature.
- (9) Includes owners and occupiers of a property.
- (10) The Policy process detailed under Appendix 1 'How the City engages' shall be followed to determine interested and affected stakeholders, and the most appropriate way to engage with them.
- (11) A sign on site and notification in the local newspaper is only required for full demolition of a structure/building on a heritage protected place.



Figure 1 – Example of the extent of consultation to adjacent properties where there are varying lot layouts.

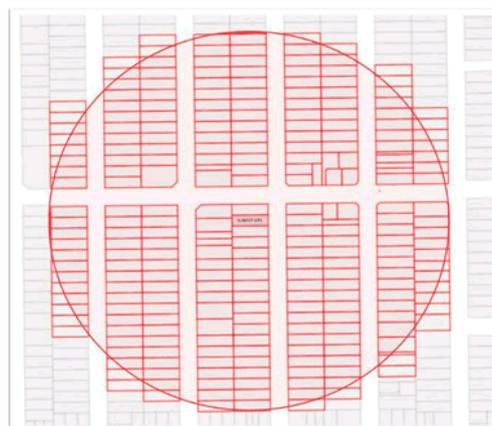


Figure 2 – Example of extent of consultation based on a radius from the boundary of a subject site.

## COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



### Appendix 2 – Statutory & Strategic Planning

#### 3. Re-advertising

Where a development application has been previously advertised and the City receives amended plans following the community consultation period, the application would be subject to a further consultation period where, in the opinion of the City:

- a) The amended plans propose new or greater departures to the deemed-to-comply or acceptable outcome (or equivalent) standard specified in the planning framework than that previously advertised and those departures may have an impact on the amenity of an adjoining property or the street; or
- b) The amended plans result in a significantly different proposal to that which was previously advertised; or
- c) Where a proposal has received opposition during advertising and subsequently significant amendments are made, the application shall be re-advertised for a minimum of 7 days. This will involve emailing or writing to all authors of previous submissions.

Where the City is satisfied the development would not have an impact on the amenity of adjoining properties and/or streetscape, community consultation may not be necessary.

Notwithstanding the above, any re-advertising may only be undertaken where it does not compromise the City's statutory obligations to comply with the timeframes and processes prescribed by the Planning and Development (Local Planning Scheme) Regulations 2015. In the instance the City is unable to re-advertise the proposal, the previous submitters are to be notified of the proposed changes to the development application only.

#### 4. Variations to advertising

There may be need to vary the advertising requirements of this Policy due to details of a particular development application. These development applications will be considered on a case-by-case basis. The City may increase the length of the advertising period or require additional methods of advertising where it is deemed to be in the public interest, and relevant to the consideration of a proposal.

The City may increase the length of the advertising period or require additional methods of advertising where, in the opinion of the City, owners and/or occupiers of properties in the vicinity of the proposed development are likely to be affected by the granting of development approval.

Variations to the requirements of this Policy may only be possible where they do not compromise the City's statutory obligations to comply with the timeframes prescribed by the *Planning and Development (Local Planning Scheme) Regulations 2015*.

#### 5. Other requirements

- Development plans, other supporting documentation and a summary of the proposal are to be available on the City's website and at the Administration and Civic Centre, and Library and Local History Centre during the comment period.
- [Where provided by the applicant perspective drawings of development proposals should be included as a document being advertised.](#)

## COMMUNITY AND STAKEHOLDER ENGAGEMENT POLICY



### Appendix 2 – Statutory & Strategic Planning

- In instances where the applicant submits to the City written documentary evidence that the owner(s) and occupier(s) of all or some adjacent affected properties have no objection to their proposal, the City will still undertake consultation in accordance with this Policy. If the applicant does submit such documentary evidence, then this evidence will be considered together with the public submissions.
- Where the extent of consultation includes properties within another local government area, the City will obtain the owner and occupant details from the adjoining local government and advertise the proposal in accordance with the requirements of this Policy.
- Where a subject or an adjacent affected property contains between one (1) unit and twenty (20) units, inclusive, the owner(s) and occupier(s) of all units on that property, are to be notified in writing.
- Where a subject or an adjacent affected property contains more than twenty (20) units, the body corporate/strata company and the owner(s) and occupier(s) of the directly affected units, as determined by the City, are to be notified in writing.
- The City will rely on its rate records for the purpose of notifying owner(s) and occupier(s) of the adjacent affected properties. The onus is on the owner(s) and occupier(s) of a property within Vincent to inform the City in writing of any changes in their address details as and when this occurs. The *Planning and Development (Local Planning Schemes) Regulations 2015* permits costs and expenses incurred by the City in advertising a proposal, in addition to any fees paid for the application, to be payable by the applicant.

## Draft Vincent Communications Plan 2021-2023

### 1. INTRODUCTION

This plan aims to deliver goals, structure and priorities for Vincent's strategic marketing and communication activities.

The key focus areas for this plan are:

#### Collaborate

- Support the Mayor and CEO in fulfilling their roles as spokespeople for Vincent.
- Work effectively with stakeholders, internal and external, to keep our community informed of our activities, ensuring we are transparent and accountable.
- Be guided by the Strategic Community Plan, Corporate Business Plan, the Community and Stakeholder Engagement Strategy, the Annual Budget and other strategic plans.

#### Community voices

- Foster pride in a connected community, and promote community activities, events and achievements.
- Keep our community informed about City of Vincent projects, initiatives and services that may interest or impact them.
- Encourage two way communication, inviting community opinion and feedback to support informed decision making.
- Our communications represent our community. They are easily accessible by and include and represent diverse groups within our community.

#### Communication channels

- Be contemporary, efficient, effective and represent value for money.
- Be proactively planned as well as allow some level of reactivity and responsiveness to current events and opportunities.

Draft Vincent Communications Plan 2021-2023

## 2. STRATEGIC ALIGNMENT



### Strategic Community Plan

Effective marketing and communications activities will help achieve our SCP priorities.

SCP Priority: Connected Community

Strategic Outcome: We are creating a culturally rich and vibrant community by embedding creativity into everything we do. We will inform and develop community partnerships to seek input into decision making. We make sure that facilities and groups have the support and infrastructure to grow.

SCP Priority: Innovative and Accountable

Strategic outcome: The City of Vincent has a significant role to play in supporting our community to realise its vision. To achieve this, we will be an innovative, honest, engaged and responsible organisation that manages resources well, communicates effectively and takes our stewardship role seriously

### Corporate Business Plan 2020/21 – 2023/24

An action in our Corporate Business Plan (CBP No.26) outlines the creation Marketing Plan that defines expectations of Council and supports resource requirements. Positive media story targets. Engagement with the City of Vincent’s communication tools.

### Community and Stakeholder Engagement Strategy

Action 1.4: Develop a Marketing and Communications Plan, including a live community and stakeholder engagement calendar to help strategic planning of engagement activities and avoid engagement fatigue.

Draft Vincent Communications Plan 2021-2023

IAP2 Framework

The Community and Stakeholder Engagement Strategy aligns to the IAP2 Framework which identifies different levels of public participation.

Strategic marketing and communication tactics traditionally align to the inform level of participation, they also help promote deeper engagement levels.



3. FOCUS AREAS

<b>Collaborate</b>	<b>Community Voices</b>	<b>Communication channels</b>
Supporting our stakeholders	Our stories	Continuous improvement
Strategic approach	Accessible & Inclusive	Our brand
Measure & Report		

## Draft Vincent Communications Plan 2021-2023

## 4. ACTION PLAN

Goal	Action	Responsible
<b>Collaborate</b>		
Support the Mayor and CEO in fulfilling their role as media spokespersons.	<p>Provide high level communications, PR and crisis communications support to the Office of the Mayor and where required, the CEO.</p> <p><b>Timeframe: ongoing</b></p> <p>Provide regular media training for the Mayor, and CEO as required.</p> <p><b>Timeframe: annually</b></p>	Marketing & Partnerships
Projects have a strategic communications approach	<p>Major projects have a well-developed communications plan developed in consultation with internal stakeholders.</p> <p><b>Timeframe: ongoing</b></p> <p>We will promote the breadth of services we provide.</p> <p><b>Timeframe: ongoing</b></p> <p>Communication and engagement planning templates will ensure a consistent approach to our communications.</p> <p><b>Timeframe: October 2021</b></p>	<p>Marketing &amp; Partnerships</p> <p>All project managers</p> <p>Marketing &amp; Partnerships</p> <p>Policy &amp; Place</p>
Messaging is in line with our priorities and reflects Council decisions.	<p>Develop key messages for major projects in consultation with internal stakeholders, including our media spokespersons if required.</p> <p><b>Timeframe: ongoing</b></p>	<p>Marketing &amp; Partnerships</p> <p>Mayor/CEO</p>
Staff and Elected Members aware of planned marketing & communications activities.	<p>Share our planned campaigns with Elected Members and internal stakeholders.</p> <p><b>Timeframe: quarterly</b></p>	Marketing & Partnerships
Collaborate with other local governments to improve outcomes in the sector	<p>Work with the Inner City Group to collaborate on the Visit Perth Website and joint advocacy projects for marketing and communications.</p> <p><b>Timeframe: ongoing</b></p>	<p>Marketing &amp; Partnerships</p> <p>Mayor/CEO</p>
<b>Community voices</b>		

Draft Vincent Communications Plan 2021-2023

<p>Keep our community regularly informed on our projects.</p>	<p>We will keep our community aware of upcoming projects, particularly when they might be affected by them.</p> <p>We will communicate before, during and after a major project is delivered.</p> <p>Consultation projects will include a final phase to close the loop and outline how community input has influenced decision making.</p> <p>Timeframe: ongoing</p>	<p>Marketing &amp; Partnerships</p> <p>Project managers</p> <p>All staff</p>
<p>Let our community shine</p>	<p>Celebrate our community champions and local stories on our communication channels.</p> <p>Timeframe: ongoing</p>	<p>Marketing &amp; Partnerships</p>
<p>Consider the needs of diverse audiences in channel selection, language and design.</p>	<p>Use a range of communication channels to communicate with our diverse audiences.</p> <p>Timeframe: ongoing</p> <p>Increase the number of diverse community stories on our social channels.</p> <p>Timeframe: ongoing</p> <p>Photoshoots will include a good mix of people to ensure our visual assets are representative of our community.</p> <p>Timeframe: ongoing</p> <p>Use inclusive language and strive to have all communications written in clear and simple English, in line with our Writing Style Guide.</p> <p>Timeframe: ongoing</p> <p>Continue to promote that our documents are available in alternate languages and formats.</p> <p>Timeframe: ongoing</p>	<p>Marketing &amp; Partnerships</p>
<p>A local first approach to marketing and communication activities</p>	<p>Marketing and communication activities will focus firstly on the needs of our Vincent community and take a limited role in broader destination marketing.</p> <p>Timeframe: ongoing</p>	<p>Marketing &amp; Partnerships</p>
<p><b>Communication Channels</b></p>		

## Draft Vincent Communications Plan 2021-2023

Drive improvements in all communication channels	<p>Set performance targets for marketing and communication channels and regularly review performance to drive improvement.</p> <p><b>Timeframe: ongoing</b></p> <p>Use our communication channels strategically to ensure the best use of resources for priority projects and initiatives.</p> <p><b>Timeframe: ongoing</b></p>	Marketing & Partnerships
Maintain high community satisfaction with communication channels.	<p>Seek feedback from our community on our communication channels and ensure they remain relevant to the needs of our community.</p> <p><b>Timeframe: annually</b></p> <p><b>Budget: \$15,000 per annum</b></p>	Marketing & Partnerships
Encourage positive sentiment in the media.	<p>Maintain high response rate to media requests, engage in more proactive media and highlight positive stories of interest.</p> <p><b>Timeframe: ongoing</b></p>	Marketing & Partnerships
Maintain high engagement with social media channels.	<p>Social media guidelines reviewed and updated to include content strategies for different social media channels.</p> <p><b>Timeframe: March 2022</b></p>	Marketing & Partnerships
Work in partnership with community, staff and Council representatives to champion the City of Vincent Brand.	<p>Undertake a City of Vincent Brand Project to inform future reviews of tone, image selection and writing style guide.</p> <p><b>Timeframe: June 2023</b></p> <p><b>Budget: \$20,000</b></p>	Marketing & Partnerships
We will be responsive to current events and opportunities.	<p>Work with internal stakeholders and Elected Members to find opportunities to communicate with our audiences.</p> <p><b>Timeframe: ongoing</b></p>	Marketing & Partnerships
<b>Reporting</b>		

Draft Vincent Communications Plan 2021-2023

Share the results of our marketing and communications activities with internal stakeholders and Elected Members.	Monthly snapshots of high level results. Timeframe: monthly  Quarterly reports on marketing & communications projects and a calendar of planned activities. Timeframe: quarterly	Marketing & Partnerships
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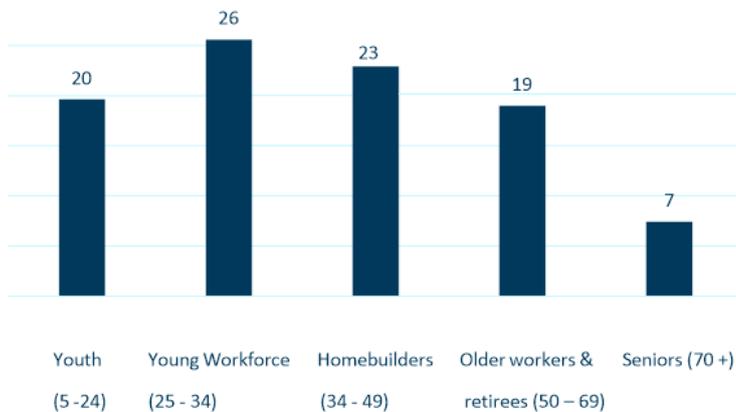
### 5. PRIMARY AUDIENCE

Our primary audience for communications are our residents and ratepayers. Noting that individual marketing and communications campaigns may have their own distinct target audiences.

When we speak to Vincent residents and ratepayers we note the demographics, but aim for inclusion.

We remember our residents include:

- 7% who are seniors and elderly,
- 22% who speak another language, 4% who don't speak English well, and
- 54% of households have no children.



### 6. TOOLS AND CHANNELS

Strategic marketing and communications can take many forms and utilise a variety of communication channels for both internal and external audiences.

**Tools and channels include (but are not limited to):**

**Draft Vincent Communications Plan 2021-2023****One-way:**

- printed materials
- signage and displays
- outdoor advertising including banners and ecosigns
- print and digital advertising
- public relations
- crisis communications
- direct mail
- newsletters including Budget News
- e-newsletters & electronic direct mail
- phone messages on hold
- website content
- social media posts and stories
- SMS notifications

**Two-way:**

- Social media comments
- Forms (digital and traditional)
- Surveys and polls
- Online consultation elements
- In person consultation elements

This plan does not include customer service touchpoints nor day to day correspondence between the City of Vincent administration and residents.

**Websites under management include:**

- City of Vincent
- City of Vincent Library
- Beatty Park Leisure Centre
- Imagine Vincent (Consultation Portal)
- Microsites if required (ie- Seasonal Events)