

# Community engagement action plan 2020-2024

## 1. TRANSPARENT AND CONSISTENT

We clearly communicate the scope of the decision, as well as the community's role, level of influence in the process and the outcomes or future actions arising from the engagement. We are consistent in our approach so the community knows what standards to expect.

Action	Timing Short = Years 1&2 Medium = Years 2&3 Long = Years 3&4	Measure
1.1 Support consistent compliance with best-practice and statutory frameworks by developing and implementing engagement resources, including a process guide and planning and evaluation templates.	Short	Community Engagement Process Guide and planning and evaluation templates are launched, available to staff on the intranet and used consistently.
1.2 Develop a training model and build staff capacity to ensure best practice standards are consistently adhered to across the organisation.	Medium, long	Engagement training and capacity building is developed and implemented, including online and in-person training opportunities.
1.3 Support managers across the organisation to lead teams that meet Yarra's community engagement principles and standards.	Short	Community engagement process overview is included in the Managers Induction Manual.
1.4 Investigate opportunities to embed Community Engagement within Yarra's budgeting, planning processes and/or project management frameworks.	Medium, Long	The appropriate process or framework has an embedded community engagement component.
1.5 Ensure participants in community engagement projects are kept informed of the outcomes and/or any future stages they should expect to see in the process.	Short, ongoing	Reporting back model and procedure is included in Community Engagement Process Guide and planning and evaluation templates and a

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		consistent model of reporting back to the community is reflected on the Your Say Yarra Website.
1.6 Ensure Yarra can undertake best practice deliberative engagement.	Medium	A resource guide on deliberative engagement practice is developed and communicated.  A register of independent engagement facilitators and specialists is developed and communicated.
1.7 Promote online engagement opportunities through the Your Say Yarra website and encourage greater participation.	Ongoing	The number of people participating in Your Say Yarra platform increases annually.

## 2. REPRESENTATIVE AND INCLUSIVE

We routinely refresh our understanding of our community in order to actively reach out to those who are impacted, affected and/or interested in Council decisions. We use methods that ensure access equality and adapt our approach to support inclusive engagement.

Action	Timing	Measure
2.1 Embed robust stakeholder identification within our community engagement planning and evaluation processes to support representative and inclusive engagement.	Short	Stakeholder mapping process embedded in our process guide and templates.
2.2 Ensure communication materials used for community engagement are written in plain English and use accessible formats.	Short to medium, ongoing	All engagement materials comply with Yarra's Accessible Communications Guidelines.
2.3 Embed best-practice principles in the process of engaging with groups that	Short	The Community Engagement Process Guide includes best

Action	Timing	Measure
might be at risk of underrepresentation including: people with a disability, older people, children and young people, people from different cultural or linguist backgrounds, Aboriginal and Torres Strait Islander people and renters.		practice principles to engage with groups at risk of underrepresentation.
2.4 Continue to trial creative and age-appropriate approaches to deliver meaningful engagement with children and young people.	Short, medium	Engagement projects provide specific opportunities for children and young people to participate.
2.5 Embed a strengthened, whole of Council approach, to including the voice of children in Council decision making through consistent practice, supporting resources and professional development.	Medium to long term	Establish guide with tips, principles, statutory obligations, useful case studies and reference to available resources on intranet. This is supported by library of physical, age appropriate engagement resources and professional development delivered to teams routinely engaging children in their practice.
2.6 Develop an effective, youth-led approach to engaging young people aged 12 to 25.	Medium	A youth-led approach to incorporating the voice of young people in council decision-making is established and implemented.
2.7 Create a centralised and regularly updated database of community contacts, including; multicultural community groups, public housing representative organisations, local sporting groups, business associations, resident groups and other relevant community based, peak body or advocacy groups. The database will be used internally to assist proactive outreach.	Short, ongoing	Database of community contacts is developed and updated annually.
2.8 Support meaningful engagement for people living with disability.	Short, ongoing	Engagement projects provide opportunities for people living with disability to participate, with accessible materials online and in hard copy, promotion of accessible supports at consultation events and updating the

Action	Timing	Measure
		Your Say Yarra registration fields to allow individuals to outline their accessibility requirements.
2.9 Review our stakeholder mapping processes and community profile to ensure we continue to engage the most impacted demographics.	Annual	Internal resources are updated annually to reflect demographic changes.
2.10 Develop creative social media campaigns to support informed and meaningful engagement that encourages the participation of a broader audience, particularly renters and young people.	Short, ongoing	Social media campaigns are delivered that supported participation from a broad audience that reflects Yarra's demography.

### 3. INFORMED AND MEANINGFUL

We make sure those affected by or interested in a decision are informed by timely, relevant and objective information provided in a plain English and accessible format. We ensure the engagement methods are appropriate to the purpose and objectives of the engagement and the level of impact and influence involved in that decision making.

Action	Timing	Measure
3.1 Explore the use of different online methods and tools to present complex or technical information in an accessible, relatable and interactive way, to assist the community to engage meaningfully.	Ongoing	A range of digital engagement tools are implemented that deliver complex content in an easily accessible format.
3.2 Assist staff to engage with Yarra's advisory committees.	Short, ongoing	A central contact list detailing internal contacts is available for internal use.

Action	Timing	Measure
		The role of advisory committees is embedded within Community Engagement Policy and process guide.
3.3 Be clear about the role of technical and social research and where it differs from, supports or is supported by community engagement.	Short, ongoing	Clear definitions and processes are outlined in the Community Engagement Process Guide.
3.4 Explore place-based online engagement methods and tools where appropriate to facilitate a neighbourhood approach.	Ongoing	Use map based engagement tools and investigate new digital opportunities where appropriate.
3.5 Ensure engagement methods are appropriate to the level of impact on the community and their level of influence on the decision-making process, in line with the IAP2 spectrum of engagement.	Short, ongoing	Council engagement processes use a range of engagement methods appropriate to different levels of influence as outlined in the community engagement policy and process guide.

#### 4. RESPECTING AND STRENGTHENING COMMUNITY

We acknowledge and value our community's time and resources by inviting engagement early when influence is at its highest and choosing methods that match the level of influence available. We respect that our community includes a range of valid perspectives, experiences and knowledge. Where appropriate, we share community sentiment with other organisations and levels of government whose decisions impact our community.

Action	Timing	Measure
4.1 Conduct a representative and meaningful consultation process to develop a long term community vision for Yarra and inform Council's four year planning cycle and other long term planning processes.	Medium	Community vision and four year Council plan reflect outcomes of considered community engagement process.
4.2 Explore opportunities to harness community engagement input when advocating on behalf of the community to external organisations and other levels of government.	Medium, ongoing	Our advocacy reflects the needs, aspirations and challenges our community expresses through Council's community engagement processes.

Action	Timing	Measure
4.3 Develop a shared central resource to catalogue where consultation has already occurred on issues or with particular communities to enhance future engagement and avoid over-consulting.	Short, ongoing	Central resource is available on intranet and is regularly updated.
4.4 Strengthen community engagement at an early stage in Council planning processes at the point where the community has the highest level of influence.	Short, ongoing	Community Engagement Process Guide outlines stages of engagement and how they align with the community's level of influence.
4.5 Ensure the community's time and resources are respected by selecting engagement methods (including deliberative processes where necessary) that are appropriate to the project scope, purpose and the level of influence available to the community.	Short, ongoing	Community Engagement Process Guide outlines tools and methods appropriate to different levels of community influence.
4.6 Advocate to external organisations and levels of government to ensure they are using best practice engagement standards when they are consulting with our community.	Medium	City of Yarra Communication and Engagement Guidelines for Authority and Infrastructure Works has been completed and is communicated to external organisations.
4.7 Explore the use of data analysis technology to more efficiently and effectively analyse large quantities of qualitative community feedback.	Medium	Explore and trial appropriate qualitative data analysis tools.

