



# Community Engagement Framework

Inform. Consult. Involve. Collaborate. Empower.

# Contents

<b>Introduction</b>	<b>4</b>
<b>What is Community Engagement?</b>	<b>6</b>
What is Community Engagement?	6
Why is a Community Engagement Framework important?	6
The objectives of the Community Engagement Framework	6
The Council's Community Engagement Principles	7
When will it apply?	8
Who do we engage with?	8
Levels of Engagement	9
Levels of Engagement (examples)	10
The Engagement Process	12





# The city of Launceston's Commitment to community engagement

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## Introduction

The City of Launceston makes decisions on behalf of over 70,000 residents, so it's vital that the Council takes into account the views of the community when making decisions and choosing a direction on particular issues.

**The City of Launceston has a strong commitment to:**

1. build partnerships with a range of stakeholders, and seeking greater community involvement in the activities and decision making process of Council; and
2. adhere to democratic processes, legislative requirements and the Council's values.

This document is designed to provide a framework for the Council, our employees and the community.

**The Framework is supported by the following documents:**

1. A Community Engagement Policy and Strategy to provide direction for community engagement within the City of Launceston
2. City of Launceston's dedicated Community Engagement platform - Tomorrow Together, which lists current and past engagement initiatives - [www.yourvoicemyourlaunceston.com.au](http://www.yourvoicemyourlaunceston.com.au)



# What is Community Engagement?

## 1. What is Community Engagement?

Community Engagement can be defined as any process that involves the public in decision-making, and that uses community input to make better, more informed decisions.

It includes:

- giving, seeking and sharing information
- responding to community initiated issues
- continuously seeking different communication methods for those community members most affected by Council decisions prior to making the decision.

Engagement does not replace the final decision making power of the Council, the General Manager or employees, but provides support to the Council to enhance their capacity to make well-informed, acceptable and sustainable decisions.

## 2. Why is a Community Engagement Framework important?

The aim of the Council's Community Engagement is to ensure that the Council:

- improves decision making
- improves relationships with our diverse community
- increases participation amongst the community in the activities and decision making processes of the City of Launceston
- enables our community to work together on issues that matter to them
- builds on the community's understanding of the Council's role and responsibilities as well as our financial and legislative requirements.

## 3. The objectives of the Community Engagement Framework

The objectives of the Council's Community Engagement Framework include:

- ensuring our Councillors and Council employees have a clear understanding of and a commitment to engage with the community about decisions that will have an effect on their lives
- ensuring there is a coordinated and a consistent approach to community engagement across our municipality
- ensuring all community engagement strategies and activities are carried out to a high standard and are inclusive of all
- ensuring the feedback from the community will be listened to, respected and taken into account
- acknowledging that as a service delivery organisation, and a monopoly provider, there is a moral obligation to enable constant dialogue.

## 4. The Council's Community Engagement Principles

### 1. **INCLUSIVE PARTICIPATION**

The Council believes the community has a right to be informed about and involved in key decisions affecting their area, lifestyles and particular interests.

### 2. **OPEN AND TRANSPARENT DISCLOSURE**

The Council is committed to ensuring the community will have all relevant information to participate in community engagement activities in a meaningful way.

### 3. **TO ENGAGE EARLY AND ON AN ONGOING BASIS WITH CLARITY OF PURPOSE**

The Council's engagement processes will provide real opportunities for the community to influence decisions and strategic planning through the Tomorrow Together engagement activities.

### 4. **DESIGN AND IMPLEMENTATION OF GOOD QUALITY ENGAGEMENT PROCESSES, TOOLS AND METHODS**

The Council will ensure that all community engagement processes are well designed to fit the scope and nature of the project. Careful planning of engagement strategies and activities will ensure that a minimum of 20 business days are available for the community to consider and respond.

### 5. **CONSIDERATION OF ENGAGEMENT OUTCOMES AND PROVISION OF FEEDBACK**

The Council will consider all contributions and relevant information prior to making decisions that impact local community interests. The Council is committed to providing open and honest feedback to the community on engagement activities and how the community's contribution has influenced the Council's decision.

## 5. When will it apply?

The Community Engagement Framework applies to anything that may impact on our residents/ratepayers in a way that affects their lifestyle/amenity.

Annual engagement activities as well as the various informal engagement activities undertaken by the Council are listed on our dedicated engagement platform - [www.yourvoicemyourlaunceston.com.au](http://www.yourvoicemyourlaunceston.com.au)

## 6. Who do we engage with?

The community is not a single entity, and as such, should not be treated that way. It is made up of number of different communities and it is important that all voices be heard. For this to be achieved there needs to be a very clear picture of the different groups to be engaged.

The table below identifies the different sub-communities within a community.

Category	Example
Aboriginal Community	Local Aboriginal Communities
Service users	School parents, park users, travelling public.
Ethnic and religious communities	There is a mix of religious beliefs within the City of Launceston municipality.
Economic communities	We need to recognise that there are different socio economic groupings within the community.
Aged based groups	Sorting people into age cohorts helps to target relevant messages to them.
People with a disability	Advocacy organisations, carers and service providers, Access Advisory group as well as individuals.
Geographic communities	Different neighbourhoods have different needs - e.g. Summerhill, Lilydale, Ravenswood.
Communities of interest	Dog owners, Rotary clubs, cyclists.
Workplace communities	Small business owners, schools, hospitals.

## 7. Levels of Engagement:

The following matrix gives an indication of the methods and circumstances by which an engagement process with the community will be undertaken.

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

## 8. Levels of Engagement (examples):

Different issues and situations will call for different consultation methods.

The following table shows examples of Levels of Engagement (and associated engagement tools) in past Council projects.

Level of Engagement	City of Launceston (CoL) Project Examples	Examples of Tools and Techniques
<p style="text-align: center;"><b>Inform</b></p>	<ul style="list-style-type: none"> <li>• Events and activities</li> <li>• Council services</li> <li>• Road closures</li> <li>• Capital works maintenance</li> <li>• Flood education toolkit</li> </ul>	<ul style="list-style-type: none"> <li>• Website</li> <li>• Newspaper, radio and TV ads</li> <li>• Publications - In the CITY, Newsletter</li> <li>• Fact sheets/brochure/ flyers in rates notices</li> <li>• Addressed mail</li> <li>• Media release</li> <li>• Social Media - Facebook, Twitter etc</li> <li>• Signage</li> <li>• Displays</li> </ul>
<p style="text-align: center;"><b>Consult</b></p>	<ul style="list-style-type: none"> <li>• Parking and Sustainable Transport Strategy</li> <li>• Traffic Management Proposals</li> <li>• Development applications</li> </ul>	<ul style="list-style-type: none"> <li>• Targeted mail-out</li> <li>• Public feedback</li> <li>• Online survey/forum/ market research</li> <li>• Submissions</li> <li>• Open day/site event</li> <li>• Public/community meeting</li> <li>• Community BBQ</li> <li>• Face to face interviews</li> <li>• Social Media - Facebook, Twitter etc</li> <li>• YourVoice.YourLaunceston (Tomorrow Together) CoL's dedicated online engagement website)</li> </ul>

Level of Engagement	City of Launceston (CoL) Project Examples	Examples of Tools and Techniques
<b>Involve</b>	<ul style="list-style-type: none"> <li>• The Budget Process</li> <li>• Launceston Street Tree Strategy</li> <li>• Tourism Strategy</li> <li>• Review of Policy/By-laws</li> <li>• Public Spaces</li> <li>• Development of Program Plans - e.g. Two Hands Coffee</li> </ul>	<ul style="list-style-type: none"> <li>• Facilitated workshops</li> <li>• Website</li> <li>• Forums</li> <li>• Meetings</li> <li>• Phone apps</li> <li>• Tomorrow Together</li> </ul>
<b>Collaborate</b>	<p><b>Major Projects</b></p> <ul style="list-style-type: none"> <li>• Redevelopment of QVMAG Art Gallery</li> </ul> <p><b>Partnerships</b></p> <ul style="list-style-type: none"> <li>• Launceston Regional Tennis Centre</li> </ul> <p><b>Initiated by the community</b></p> <ul style="list-style-type: none"> <li>• Coronation Park (Dogs off leash area and playground)</li> <li>• Punchbowl Community Garden</li> <li>• Ravenswood Adventure Park</li> </ul>	<p><b>Strategic partnerships</b></p> <ul style="list-style-type: none"> <li>• Networks</li> <li>• Meetings</li> <li>• Grant funding</li> <li>• Reference groups</li> <li>• Tomorrow Together</li> </ul>
<b>Empower</b>	<ul style="list-style-type: none"> <li>• Council Elections</li> <li>• Community Development initiatives e.g. ABCDE Learning Sites and Youth Advisory Group</li> </ul>	<ul style="list-style-type: none"> <li>• Democratic vote</li> <li>• Tomorrow Together</li> <li>• Focus Groups</li> </ul>

## 9. The Engagement Process:

The Engagement Process outlines three stages (Plan, Action, Report) to ensure Council delivers a consistent and robust approach to engagement activities.







**tomorrow together.**

*An engaged Launceston community. A bright future.*

[yourvoiceyourlaunceston.com.au](http://yourvoiceyourlaunceston.com.au)