

# Coonamble Shire Council

## Community Engagement Strategy

2016-17



Coonamble Gulargambone Quambone

*from the mountains to the marshes*

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## 1. Introduction

The Community Engagement Strategy for the Coonamble Shire aims to ensure all members of the community can participate in the review and update of the Coonamble Shire Community Strategic Plan 2026 (CSP). The strategy contains activities focussed on raising awareness of the CSP review as well as providing meaningful opportunities for community to participate in activities.

The strategy aims to maximise participation of all stakeholders by using engagement activities and locations appropriate to the local community.

Community engagement activities will occur between December 2016 and March 2017.

## 2. Legislative requirement

Under Section 402 of the Local Government Act 1993 all councils in NSW are required to lead the development of a CSP for their local government areas. As shown in the diagram below, the CSP is the key plan that councils are required to respond to in shaping their four year Delivery Program and one year Operational Plans.



Following an ordinary election of councillors, each council in NSW must review its community strategic plan by 30 June. The council may endorse the existing plan or develop and endorse a new community strategic plan as appropriate, to ensure the local government area has a community strategic plan covering the next 10 years.

The Integrated Planning and Reporting framework requires councils to prepare a Community Engagement Strategy to ensure that the local community is an active participant in the review of the CSP. The Community Engagement Strategy must be based on social justice principles and should ensure that a broad range of stakeholders are consulted.

### **3. Coonamble Shire Community Strategic Plan 2026**

Coonamble Shire Council commenced development of its first CSP in 2011. The plan was informed by people of all ages and backgrounds including children, young people, Indigenous groups, people with a disability and elderly people.

A variety of consultation methods played a key role in the development of the plan with approximately six hundred people engaging in activities. Residents and stakeholders told us what they wanted to see in Coonamble Shire to ensure a sustainable and thriving environment by the year 2026.

The CSP is grouped under the following specific themes:

**Our People:** Enhance community wellbeing and quality of life within safe neighbourhoods.

**Our Economy:** Achieve long term economic security and prosperity through the creation of long-term employment options and diverse population base.

**Our Infrastructure:** Maintain and improve infrastructure and services and support Coonamble Shire's environment, ensuring Coonamble Shire continues to be a place where people want to live, work and visit.

**Our Environment:** Promote a sustainable balance between development and commercial interests while guarding our natural environment.

**Our Leadership:** Strong leadership and governance to ensure community participation in decision making.

In leading the CSP review, Council must ensure that the revised plan:

- Is based on social justice principles of equity, access, participation and rights.
- Is adequately informed by relevant information relating to civic leadership, social, environmental and economic issues.
- Is developed having due regard to the NSW State government's State Plan and other relevant state and regional plans.

Coonamble Shire Council's Community Engagement Strategy outlines actions enabling community participation in the review process.

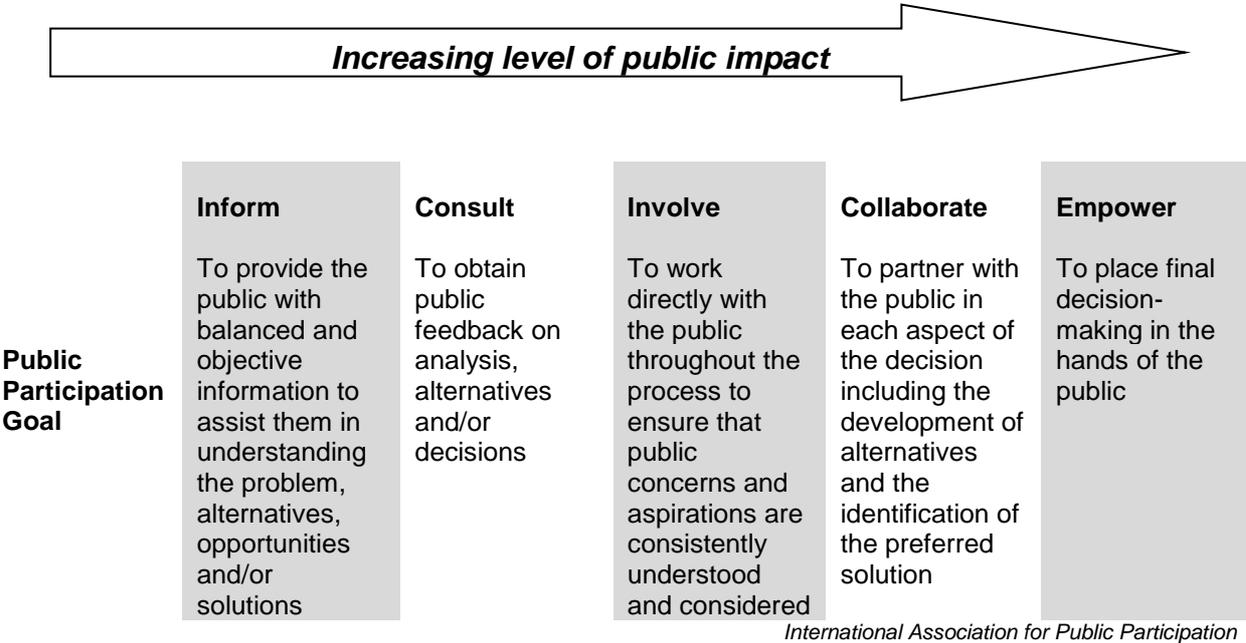
The process will also involve reviewing:

- Research, plans or strategies that have been developed since 2011 to ensure there are no emerging issues that have been overlooked.
- Council's End of Term Report.
- The information that informed the original Community Strategic Plan.

# 4. Community Engagement Strategy

## 4.1 Engagement approach

Previous social and community planning mechanisms have required local councils simply to *inform* and *consult* with the community. The community strategic planning framework goes beyond this level of public participation and encourages councils to aim to at least involve communities in the planning process, with collaborate identified as the preferred level.



Community engagement activities are guided by social justice principles with a focus on ensuring opportunities are provided for inclusive, informed and engaging participation.

#### 4.2 Supporting background information

A range of supporting research, analysis and background information will be taken into consideration during the revision of the CSP:

- Consultation undertaken in 2011 for the preparation of the CSP.
- Plans and strategies informing the development of the CSP.
- Peer review feedback on the development of the CSP.
- Local Environment Plan studies and supporting information.
- The outcomes of Council's Community Surveys.
- The *End of Council Term Report* for the out-going Council.
- 2011 and 2014 Census data.
- Regional, State and National issues and change drivers.
- Council's Resourcing Strategy.
- The NSW State Plan, *NSW 2021*.
- Plans and strategies developed since 2011 eg: Positive Ageing Strategy, Disability Inclusion Action Plan.

### 4.3 Community engagement activities

The following activities are proposed to ensure all stakeholders are made aware of consultation and engagement opportunities:

#### Communication activities

- Project information and updates included in Council column.
- Information on the Council website.
- Targeted stakeholder letters inviting participation.
- Targeted resident surveys delivered to all addresses in the Shire.
- Posters placed in strategic commercial areas.
- Information in the School Newsletters.
- Notices on key noticeboards.
- Media.
- Project Display in the Library and Council Office.

#### Engagement activities

- Community meetings in Coonamble, Gulargambone and Quambone.
- Street stalls.
- Staff workshops.
- Agency workshop.
- Online and paper survey.
- Individual meetings with stakeholders.
- Ground level engagement during community events.

## 5. Stakeholder analysis

There are a significant range of stakeholders across the Coonamble Shire Local Government Area, and beyond, including:

- Community members
- Business and industry
- Chambers of Commerce, business leaders
- Agricultural sector
- Services clubs
- Community groups
- Recreational, art, heritage and cultural groups
- State and Federal departments and agencies
- Media – local newspapers and radio
- Other Councils
- Coonamble Shire Council – councillors and employees
- Health service providers including aged care providers
- Education community
  - Education providers: TAFE, High school, Primary Schools, Preschools, P&C groups
- Charitable and volunteer groups
- Regional communities
- Aboriginal groups
  - Aboriginal Health Services
  - Community Working Parties
  - Aboriginal Land Councils
- Service suppliers

The following analysis provides an overview of the various stakeholders and key engagement activities proposed for each.

<b>Stakeholder</b>	<b>Key Communication and Engagement Activities</b>
General	Newspaper notices
	Radio – interviews with Mayor
	School Newsletters
	Online survey
	Community workshop Gulargambone, Coonamble, Quambone
	General mail out
	Notices – public noticeboards
Hard to reach	Survey through community service agencies
	Community fun day – Gulargambone and Coonamble
	Agency play groups
Culturally diverse	Community Working Party presentation- Gulargambone & Coonamble
	Land Council – Coonamble and Gulargambone
Young people	School Focus groups –Coonamble Youth Council presentation -Gulargambone
	Facebook
Aged	Seniors Group presentation – Coonamble Women’s Group presentation - Gulargambone
Services – • Clubs • Agencies/ community services organisations	Invite to workshops
	Invite to Interagency presentation meeting
Businesses	Invite Chamber of Commerce to workshops Promote via Economic Development Office network
Geographically isolated community members	On line survey Provide live video stream of community workshops
People with disability	Disability Reference Group - focus group Castlereagh Industries staff - focus group
Coonamble Shire Council	Councillor briefing Staff workshop sessions Staff newsletter/ memo
Other Councils:	Write to surrounding Councils advising of the Community Strategic Planning process being undertaken (Gilgandra Shire Council, Warrumbungle Shire Council, Warren Shire Council, Walgett Shire Council)
State and Federal agencies	Invitation to interagency workshop
Media	Print and radio information and advertisements

## 6. Community Engagement Calendar

Date	Activity	Details
Week beginning 12 December	Draft all project collateral	<ul style="list-style-type: none"> <li>Draft all project communication collateral inc. posters, fact sheets, notices, surveys, social/print/radio/social media</li> </ul>
Week beginning 23 January 2017	Staff communication	<ul style="list-style-type: none"> <li>Staff newsletter/ memo</li> </ul>
	Community engagement	<ul style="list-style-type: none"> <li>On line community survey</li> <li>Hard copy community survey distributed</li> <li>Community Fun Day – engagement/ survey (Coonamble)</li> <li>Briefing and distribution of internal information sheet</li> <li>Survey mail post out (Shire wide)</li> </ul>
	Promotion	<ul style="list-style-type: none"> <li>Mayor's media release</li> <li>Radio advertising</li> <li>Print advertising</li> <li>Social media and website advertising</li> <li>Workshop advertising</li> </ul>
Week beginning 6 February 2017	Community engagement	<ul style="list-style-type: none"> <li>Community Fun Day – engagement /survey (Gular)</li> </ul>
	Promotion	<ul style="list-style-type: none"> <li>Radio session – Mayor</li> <li>School newsletter advertising</li> </ul>
Week beginning 13 February 2017	Community engagement	<ul style="list-style-type: none"> <li>Staff engagement (internal and external)</li> <li>Coonamble, Gulargambone &amp; Quambone community workshop</li> <li>Coonamble evening workshop</li> </ul>
Week beginning 20 February 2017	Community engagement	<ul style="list-style-type: none"> <li>Street stalls Coonamble &amp; Gulargambone</li> <li>Sector engagement – Youth, Disability, Seniors</li> <li>Youth Council</li> </ul>
Week beginning 27 February 2017	Community engagement	<ul style="list-style-type: none"> <li>Primary school consultation</li> </ul>
Week beginning 6 March 2017	Community engagement	<ul style="list-style-type: none"> <li>Interagency presentation</li> </ul>
Week beginning 13 March 2017	Report writing	<ul style="list-style-type: none"> <li>Collate data / produce consultation report</li> </ul>
Week beginning 20 March 2017	Document production	<ul style="list-style-type: none"> <li>Draft and integrate documents</li> </ul>
Week beginning 27 March 2017	Councillor workshop	<ul style="list-style-type: none"> <li>Review and finalise documents</li> </ul>
Week beginning 10 April 2017	Endorsement	<ul style="list-style-type: none"> <li>Present draft to April 2017 Council meeting</li> </ul>
Week Beginning 17 April 2017	Public exhibition	<ul style="list-style-type: none"> <li>Advertise widely for public comment</li> </ul>
Week beginning 8 May 2017	Document production	<ul style="list-style-type: none"> <li>Collate public comment and refine plans</li> </ul>
Week beginning June 2017	Adoption	<ul style="list-style-type: none"> <li>Present to June 2017 Council meeting for adoption</li> </ul>