



part of the community



# City of Burnside

## Communications and Community Engagement Strategy 2015-2020



[engage.burnside.sa.gov.au](http://engage.burnside.sa.gov.au)

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## **Definitions**

For the purposes of this strategy the following interpretations will be engendered:

Corporate image – refers to a company’s reputation; it is the mental image that comes to mind when the company’s name or branding is mentioned/seen. It is formed as a result of the interaction of all the experiences, beliefs, feelings, knowledge and impressions, that people have about a company. It is the reputation that Council seeks to establish for itself in the mind of the community and other important stakeholders, created and reinforced by our corporate communications.

Corporate identity – The face of an organisation presented to the public in a visual way that differentiates it from others (name, logo, stationery, branding on vehicles, and advertising).

Community engagement – is a planned process with the specific purpose of working with identified stakeholders to address issues affecting them; it provides a mechanism for public input on issues to enable Council to make informed decisions. Community Engagement is more than consulting – it includes informing, consulting with, involving, collaborating with and empowering the community.

Stakeholders – ratepayers, residents, groups and individuals who may be directly affected by, or may have a personal, professional or commercial interest in, a decision of Council or issues before Council.

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# Introduction

The City of Burnside has long held a strong commitment to community engagement and a desire for the community to be informed of, to consult on, and be involved in, Council's direction and decision-making processes. This commitment was clearly stated in *Be the Future of Burnside - Our Strategic Community Plan 2016-2026* that one of our Strategic Directions is "for Council to be engaging, open and approachable, to listen to and be representative of our views, and to act on our behalf and in our best interest".

Local Government organisations are different from other industries as:

- Councils provide many intangible services
- Councils are not profit-oriented / private sector organisations
- The nature of competition is different
- Councils provide services to stakeholders within geographic boundaries
- Payment for council services is compulsory (i.e. through rates)
- Community Engagement is an essential pillar of the decision-making process.

Councils are complex organisations. They provide a range of services in the one organisation, from Immunisations to Community Buses, Animal Management to Roads and Footpath Maintenance and there is a range of diverse customer groups/communities each with diverse issues and needs.

Local Government has the challenge of clarifying its image in the community and improving perceptions about Council and service delivery. There is a great need for effective two-way community engagement. Local Government also has the challenge of creating opportunities to encourage community input into Council decision making.

Through a concise and informed communications approach, Council will achieve continuous improvement in the City of Burnside's image and enable a community engagement approach that will result in better decisions.

This strategy expresses Council's commitment to open, participatory and transparent engagement that forms the foundation of responsible government. The strategy also provides a framework for improvements to the City of Burnside's corporate image, the internal and external communications and community engagement practices.

# City of Burnside

## Characteristics

Burnside was founded in August 1856 as the District Council of Burnside and classed as a city in 1943. The City of Burnside covers 28 suburbs and has a residential population of 45,491 people (ABS ERP 2017).

Neighbouring Councils include the Cities of Unley, Adelaide, Norwood Payneham & St Peters, Campbelltown and Adelaide Hills Council. Burnside is also a member council of the Eastern Region Alliance whose membership are the Cities of Campbelltown, Norwood Payneham & St Peters, Prospect, Tea Tree Gully, Unley, and the Town of Walkerville.

The City of Burnside has an area of 28 km<sup>2</sup> across 28 suburbs and is well known for its tree lined streets, period architecture and plentiful reserves and gardens providing both active and passive recreation.

The 2016 Census indicated that 32.5 per cent of households are made up of couples with children and 44 is the median age; 19.7 per cent are parents and homebuilders. There are 1,666 people over the age of 85 living in the City, with the largest age group being 45 to 49 year olds. 13.5 per cent are older workers/pre-retirees, 12.6 per cent are retirees, 11.6 per cent are seniors (aged 70 to 84), and 9.0 per cent are workers aged 25-34. 21.4 per cent are children (aged 0 – 17) and youth (aged 18 – 24), and 3.8 per cent are elderly (over 85).

Issues currently relevant to the City of Burnside and within Council's scope of influence are diverse and include (but are not limited to):

- animal management, planning, compliance, city safety
- waste, recycling and composting
- art and culture
- parks, facilities and community venues, street and park furniture
- roads, footpaths, verges, stormwater infrastructure
- mixed-use residential dwelling, population density
- heritage protection
- sustainability, environment and biodiversity
- the image of Local Government.

Adequate resources are essential for the successful implementation of the Communications and Community Engagement Strategy to lead communications improvements across the organisation.

The Community Engagement and Communications Department of the Office of the CEO comprises three key resources that will deliver, or assist the delivery, of Council's objectives:

- Strategic Community Engagement Officer
- Corporate Communications Advisor
- Administration Officer Community Engagement.

# Communications

To communicate services, projects, events and activities to stakeholders, the City of Burnside will raise Council's image by ensuring:

- a uniform approach to communications (consistent and branded)
- Council's skills and capacity to undertake effective communications are developed
- The coordination of processes across Council to avoid duplication and promote consistency
- The maximum benefit to the whole organisation and community through sharing of information.

Burnside Council has many employees and managers who are long term employees of the organisation. The culture and identity of the organisation provides a valuable accumulation of organisational knowledge.

Many achievements are made across the organisation, but these need to be communicated more efficiently.

The City's media protocol is well respected within the organisation. There are relationships established with local and metropolitan journalists, which continue to improve.

The corporate image and branding is defined through the corporate style guide and adoption is mostly consistent across the organisation.

The Burnside web site is dynamic and well maintained.

Council embraces, and closely manages, emerging technologies as valuable communications tools, with the percentage of our population accessing these technologies increasing steadily.

Communication flows sit across two key areas:

- Internal communications within the organisation
  - Vertical (management/staff)
  - Horizontal (across the organisation between departments)
  - Informal (social club/'the grapevine')
- External Communications
  - Between the organisation and its stakeholders.

## Communications tools

Council implements a vast array of communications tools. The intention of this strategy is continue the implementation of these tools using a consistent and coordinated approach. The use of these tools is further articulated, as appropriate, within the Communications Objectives Action Plan below.

<b>External</b>		<b>Internal</b>	
<b>Medium</b>	<b>Currency</b>	<b>Medium</b>	<b>Currency</b>
Website	Daily	Intranet (BCC)	Daily
Media releases/statements	Daily-Weekly	Inside Burnside	Fortnightly
<i>Focus</i>	Quarterly	Burnside Insider (EM News)	Weekly
<i>Grapevine eNews</i>	Monthly	Executive Team Meeting	Weekly
<i>Pepper eNews</i>	Bi-Monthly	Leadership Meeting	Monthly
<i>eNews</i>	Monthly	Strategic Directions Forum	Quarterly
<i>Volunteer eNews</i>	Monthly	All Staff Briefings	Quarterly
Publications	Various	Department/Section	Various
On-hold messages	Daily	Meetings	Various
Display/s	Various	Policies/ECM	Various
Signage	Various	Image Database (J Drive)***	Various
Banners	Various	Rates Database	Weekly
Speech notes	Various	Corporate Identity Style	Yearly
Twitter/Facebook	Daily	Manual****	
Letters to residents	Various		
Info Docs	Weekly		
Council Agenda/Minutes	Fortnightly		
<i>Annual Report</i>	Yearly		
<i>Annual Business Plan and Budget</i>	Yearly		
Strategy Documents	Various		
Policies	Biennial		
Email	Various		
Customer Service desk	Daily		
Rates Notices	Quarterly/yearly		
ePanel*	Various		
Annual Community Survey	Yearly		
Community Engagement SOP	Various		
<i>Be the Future of Burnside Strategic Community Plan 2016-2026</i>	10 years		
Sponsorship**			

\*ePanel a new tool to be introduced to Council. It is an online participation method that involves the random recruitment of residents that reflect the adult population in terms of age, gender and geographical location. Members complete about six to eight surveys per year which is one way that resident feedback informs our decision making. This will ensure the inclusion of broad and diverse views in our decision making, increase transparency and accountability of our decision making processes and provides a way to focus attention of the Council on issues of importance to communities. Membership is for a maximum two year period.

\*\*Sponsorship - To sponsor something is to support an event, activity, person, or organisation financially or through the provision of in-kind products or services in

return for increased awareness and identity (brand) building. The City of Burnside will undertake sponsorships with individual, events, activities or organisations that align with the values and principles of Council where a reputational value to Council can be established. All sponsorships are in accordance with Council's sponsorship policy.

\*\*\* Image Database – this database contains images that are purchased for use by Council in electronic and physical communications – either as stock or commissioned. Purchasing stock photos from suppliers (such as istock and shutterstock) involve the purchase of the license to use the image by Council only on-licensing for use by a third party is not permitted.

Commissioned photos are acquired by engaging a professional photographer. Intellectual property restrictions allow Council to use these images in Council in electronic and physical communications. Use by a third party will require said third party user to seek their own permission from the photographer, and perhaps pay for the image.

\*\*\*\*Corporate Identity Style Manual – This internal document defines the correct use of the City of Burnside brand. In the case of sponsorship of an event, activity, person, or organisation, the City of Burnside will expect use of the corporate brand to represent the sponsorship prominently. In the case of the Community Grants program, or other grants, the City of Burnside logo will not be used. A grant given is not a corporate endorsement of the event, activity, person, or organisation by Council.

## Stakeholders

Our stakeholders comprise the 'community' in which the City of Burnside operates. These are groups and individuals who may be directly affected by, or may have a personal, professional or commercial interest in, a decision of Council or issues before Council. In no order:

- Ratepayers and residents of the City of Burnside
- Youth (all ages) living within the City of Burnside
- Our new citizens
- Business (retail, commercial and consulting) owners and operators within the City of Burnside
- Motorists
- Visitors to the City
- Users of facilities and services
- Elected Members
- City of Burnside employees and families
- City of Burnside Volunteers
- City of Burnside panels and committees
- Community Groups using Council owned assets
- Sporting groups using Council owned assets
- Not-for-profit / charity / community service organisations
- Historical organisations
- Cycling and walking organisations
- Community interest groups and incorporations with interest in Council and/or within the Council boundary
- Arts and music individuals and organisations
- Media
- State and Federal Government Departments and agencies
- Unions
- Local Governments and associations
- Subsidiaries of City of Burnside
- Private education facilities
- Hospitals
- Nursing homes/Aged care
- Utilities
- Churches and religious organisations
- Cemeteries.

## Communication Objectives

### External

- Build a positive image of Burnside Council through consistent messaging and branding
- Foster improved relationships with the media
- Reaffirm positive identity through the Corporate Style Guide
- Improve quality, timeliness, accessibility and management of publications and communications materials
- Review the City of Burnside web site for content currency
- Maintain a proactive social media presence
- Improve stakeholder awareness and perception of the City's services, facilities and strategies
- Strengthen partnership with the community; implement effective community engagement processes

### Internal

- Develop employee knowledge of the City's vision, future direction and activities to improve productivity, cohesion of service delivery, customer satisfaction, culture and history.
- Improve the coordination of communication across the organisation
- Improve internal communication channels for staff and management
- Consolidate and build upon the Burnside Council's corporate identity
- Improve communication skills of employees

A range of policies are in place to support this communications strategy:

- Social media policy (see Appendices)
- Media policy (see Appendices)
- Brochures and Other Publications Protocol (see Appendices)
- Corporate Identity Style Manual

## Communications Objectives Action Plan

This action plan lists specific actions to be undertaken and evaluation measures are identified to monitor the communications activities/outcomes (Priority 1: Highest Priority / 5: Lowest Priority).

External Communication		
Objective	Action	Priority
1. Strengthen partnership with the community; implement effective community engagement processes	1.1. Actively undertake timely community engagement at every opportunity, with an informed communications plan on: <ul style="list-style-type: none"> <li>- policies and strategies</li> <li>- decisions on issues that affect them</li> <li>- monitoring and evaluating service delivery and performance</li> <li>- major projects</li> <li>- work on roads, footpaths, drainage, gutters, kerbs</li> <li>- events and activities</li> </ul>	3
	1.2. Review readership and market of publications and distribute on the basis of most affected: <ul style="list-style-type: none"> <li>- letters/flyers to directly affected residents</li> <li>- <i>Focus</i> magazine via Messenger, on web, email distribution and copies in Council public buildings</li> <li>- <i>Grapevine</i> email distribution, on web and copies in Council public buildings, mail out</li> <li>- <i>Pepper News</i> email distribution, on web and copies in Council public buildings, mail out</li> <li>- Annual Business Plan and Budget on web, rates notices, and copies in Council public buildings</li> <li>- <i>Be the Future of Burnside Strategic Community Plan 2012-2025</i> on web, email distribution and copies in Council public buildings</li> </ul>	4
	1.3 Engage social media avenues to encourage two way dialogue with the community	1
	1.4 Actively seek opportunities for consultation and involvement in community engagements	1
	1.5 Continue the Annual Community Survey to gauge community opinion on service delivery and areas of future focus to inform Council planning and decision making	1
	1.6 Commitment to the implementation of the Strategic Customer Service program to improve service delivery internally and externally	1
	1.7 Continue the use of engage.burnside as an alternative online tool for engagement	2
	1.8 Ensure various modes of information delivery to meet the needs of all target markets	1

	1.9 Where practicable undertake bulk 'to the householder' letter drops when undertaking city-wide engagements to ensure pickup, minimise returns and save costs	1
	1.10 Continue the Community Grants program	3
	1.11 Continue the Heritage Awards	3
	1.12 Continue and support Burnside Library events	3
	1.13 Encourage and develop Burnside Youth events	3
	1.14 Continue and support Pepper Street events	3
	1.15 Ensure Customer Service Team is briefed on all external engagements to enable excellence in service delivery to the community	3
	1.16 Develop and implement the ePanel concept	2

Objective	Action	Priority
2. Build positive image of Burnside Council through consistent messaging and branding	2.1 Generate key messages	1
	2.2 Embed consistent messaging, where appropriate, in all communications	1
	2.3 Incorporate Corporate Style Guide and template requirements in Community Engagement SOP	1
	2.4 Include key messages in Communications Plan template	1
	2.5 Review currency of Corporate Style Guide and intranet templates; embed clarity around the use of the logo for sponsorship and grant recipients.	2
	2.6 Implement Brochures and Publications Policy to ensure brand and content consistency	3
	2.7 Develop and implement a slideshow presentation for display in the Atrium. Install at the Glenunga Hub and the George Bolton Swimming Centre at construction completion.	3

Objective	Action	Priority
3. Foster relationships with the media	3.1 Generate media releases from departments and produce 1 media release a week promoting 'good news stories'	1
	3.2 Generate media releases proactively or in response to arising Council issues.	1
	3.3 Review Media List for distribution of weekly media releases targeted to appropriate journalists/media channels (electronic media, newspapers, magazines, radio stations).	1
	3.4 Coordinate media briefings with Mayor, Exec and Managers.	2
	3.5 Consult regularly with journalists and editors to establish and maintain relationships with local publication <i>The Eastern Courier Messenger</i> and where required with major metropolitan and Local Government publications such as <i>The Advertiser</i> , <i>Local Government Association News</i> , <i>Local Government Focus</i> .	2
	3.6 Establish contacts with specialist magazines to promote relevant projects	3
	3.7 Produce weekly media monitor reports	2
	3.8 Incorporate media strategies into project communication plans	2
	3.9 Review and implement Media Policy	1
	3.10 Ensure an adequate number and availability of delegated Council spokespersons as per Media Policy	1

Objective	Action	Priority
4. Reaffirm positive identity through the Corporate Style Guide	4.1 Review Corporate Style Guide	1
	4.2 Review intranet templates for accuracy, consistency, and streamline as required	2
	4.2 Implement Brochures and Publications Policy to ensure brand and content consistency	3
	4.3 Develop a Publication SOP that includes a Publication Checklist to improve timely planning and appropriate format choice and specifications for publications.	3
	4.4 Reiterate Brochures and Publications Policy at staff meetings to continue compliance	3

Objective	Action	Priority
5. Improve quality, timeliness, accessibility and management of publications and communications materials	5.1 Conduct a publications audit and prepare a publication register.	3
	5.2 Create a list of preferred suppliers for external design and production work (High quality standards / environmentally friendly / competitively priced / local)	3
	5.3 Develop a Publication SOP that includes a Publication Checklist to improve timely planning and appropriate format choice and specifications for publications.	3
	5.4 Develop a suite of publications in line with Burnside Council's corporate image.	4
	5.5 Coordinate production of major publications on time and on budget.	1
	5.6 Reiteration of approval requirements in the Brochures and Publications Policy across all staff meetings/forums	2
	5.7 Use and update the suite of visual communications to promote Burnside Council services, projects and events held in the Image Database	4
	5.8 Develop a broad planning timetable of publications	4
	5.9 Ensure compliance to project communication plan timings and actions	3
	5.10 Review readership and market of publications and distribute on the basis of most affected: - letters/flyers to directly affected residents - <i>Focus</i> magazine via Messenger, on web, email distribution and copies in Council public buildings - <i>Grapevine</i> email distribution, on web and copies in Council public buildings, mail out - <i>Pepper News</i> email distribution, on web and copies in Council public buildings, mail out - Annual Business Plan and Budget on web, rates notices, and copies in Council public buildings - <i>Be the Future of Burnside Strategic Community Plan 2016-2026</i> on web, email distribution and copies in Council public buildings	4

Objective	Action	Priority
6. Review the City of Burnside web site for content currency	6.1 Conduct a review of the current Burnside Council Web	3
	6.2 Engage with project managers to write and publish up-to-date project information on all pages	3
	6.3 Review and update past engagement on engage.burnside. Include Council resolutions, outcomes or project updates and correct links to the website	3
	6.4 Review and maintain Social Media Policy	1

Objective	Action	Priority
7. Maintain a proactive social media presence	7.1 Maintain guidelines for social media outlets already existing within Council. i.e. Twitter accounts for Pepper Street, Burnside Library, City of Burnside; Facebook for Library, Pepper Street, City of Burnside, Swimming Centre, Pepper Street	3
	7.2 Promote social media through existing communications channels and via cross promotion	2
	7.3 Incorporate a Social Media component into Communications Plan (per SOP)	3
	7.4 Use social media to drive users to the Burnside website	2
	7.5 Develop guidelines for the creation of new social media sites such as blogs to ensure consistency of messaging	4
	7.6. Communicate a range of information in a timely manner	1
	7.7 Ensure timely response to enquiries posed via social media	1
	7.8 Engage social media avenues to encourage two-way dialogue with the community and in particular Youth.	1
	7.9 Allocate and train staff responsible for maintaining and responding to various social media channels.	2
	7.10 Incorporate social media responsibility into job descriptions	3
	7.11 Maintain a Twitter Calendar with programmed events, pics and links to website	2

Objective	Action	Priority
8. Improve stakeholder awareness and perception of the City's services, facilities and strategies	8.1. Distribution of publications – both as e-publication and hard copy: - letters/flyers to directly affected residents - <i>Focus</i> magazine via letter drop, on web, email distribution and copies in Council public buildings - <i>Grapevine</i> email distribution, on web and copies in Council public buildings, mail out - <i>Pepper News</i> email distribution, on web and copies in Council public buildings, mail out - Annual Business Plan and Budget on web, rates notices, and copies in Council public buildings	3
	8.2. Ensure timeliness of publication delivery for relevance using: - project communications plans - Twitter calendar - Publications timetable - Community Engagement SOP stipulating engagement with affected community minimum 1 week prior to commencement of activities	3
	8.3. Continue timely and responsive Twitter campaign to drive users to website	3
	8.4. Liaise with departments on project completions or asset openings and promote, with images, via website, Twitter, media release, <i>Focus</i> magazine	3
	8.5 Continued compliance with Corporate Style Guide, Brochures and Publications Policy, Community Engagement SOP and Publications SOP	3
	8.6 In liaison with Exec, MT and DM's compile a schedule of Awards and enter Council projects/programs/services.	3
	8.7 Undertake sponsorship of community events/organisations where there is benefit to Council's reputation and with alignment of values, beliefs, aims	4

Internal Communication		
Objective	Action	Priority
1. Develop employee knowledge of the City's vision, future direction and activities to improve productivity, cohesion of service delivery and customer satisfaction	1.1 Review, workshop and reaffirm Corporate Vision	2
	1.2 Commitment to the implementation of the Strategic Customer Service program to improve service delivery internally and externally	1
	1.3 Review <i>Be the Future of Burnside Strategic Community Plan 2012-2025</i> to ensure Council direction is aligned	3
	1.4 Promote employee organisational knowledge through current mediums – InsideBurnside, Intranet, publications, website, All Staff Meeting	1
	1.5 Information flow on organisational knowledge and management direction through current forums – Exec Meeting, Managers Meeting, Leadership Meeting, Strategic Future forum	1
	1.6 Information sharing – responsibility of Managers and Team Leaders to share directions/changes within their teams	1
	1.7 E-publish external communication materials to all staff: - <i>Focus</i> - <i>Grapevine</i> - <i>Pepper News</i> - media releases/statements that respond to key issues	3

Objective	Action	Priority
2. Improve the coordination of communication across the organisation; teamwork and breaking down the 'silos'  Horizontal (across the organisation between departments)	2.2 Exec to assign three key issues/decisions from Executive Team Meetings for discussion at Management and Leadership Meetings.	1
	2.3 Mandatory requirement for MT to attend Management Team Meeting: - rotate chair - keep minutes, distribute agenda - workshop three key themes from Exec	1
	2.4 Call for staff contributions to InsideBurnside and <i>Focus</i> magazine	3
	2.6 Review communications procedures to assist in the provision of proactive, planned, coordinated communications	2

Objective	Action	Priority
3. Improve internal communication channels for staff and management  Vertical (management/staff)	3.1 Commitment to the implementation of the Strategic Customer Service program to improve service delivery internally	1
	3.2 Review communications procedures to assist in the provision of proactive, planned, coordinated communications	2
	3.4 Mandatory requirement for Managers and Team Leaders to conduct team meetings weekly: - Share updates from Exec, Leadership Meeting and Strategic Directions - Cascade the three key issues/decisions from Exec - Undertake roundtable	1
	3.5 Quarterly All Staff Briefings hosted by CEO/Exec	2
	3.7 Use tools such as intranet and InsideBurnside	2

Objective	Action	Priority
4. Consolidate and build upon the City of Burnside's corporate identity in line with actions for External Communications Objectives 2 and 3	4.1 Educate staff across the organisation on the corporate style and the importance of branding.	4
	4.2 Educate staff on the purpose of the Brochures and Publications Policy across meetings and forums	3
	4.3 Develop a Publication SOP that includes a Publication Checklist to improve timely planning and appropriate format choice and specifications for publications.	2
	4.4 Develop a suite of publications in line with Burnside Council's corporate image.	4
	4.5 Produce summary document for most frequently used and misused style issues.	4

Objective	Action	Priority
5. Improve communication skills of employees	5.1 Conduct in-house Staff Training for communications skills including: - Business Writing - Social Media - Management 101 - Conflict Resolution - Performance Management	5
	5.2 Produce summary document for most frequently used and misused style issues.	4

# Community Engagement

Engagement strengthens relationships between Council and its stakeholders. Community engagement creates the structures and processes through which Council communicates information and seeks information and/or involvement from the community with the objective of informing Council's decision-making.

This strategy aims to provide a framework for internal and external communications for the City of Burnside that:

- forms part of Council's core planning
- ensures a uniform approach to engaging the community through informing, seeking information from, consulting with and involving community members
- develops Council's skills and capacity to undertake effective community engagement
- coordinates community engagement processes across Council to avoid duplication
- ensures maximum benefit to the whole organisation and community through sharing of information.

Community Engagement, or public participation is more than consulting – it includes informing, consulting with, involving, collaborating with and empowering the community. The International Association for Public Participation (IAP2) has, since the 1990s, advocated for a structured approach to public participation through the development of a Public Participation Spectrum. The Spectrum forms the basis of the City of Burnside's approach to community engagement, along with our strategic objectives (see fig 1).

The public participation goals in which the City of Burnside will engage are inform, consult and involve. While Council is committed to engaging the community in order to make decisions that best meet community needs and expectations, a central premise of Council's community engagement approach is that, as per the *Local Government Act 1999*, the responsibility for decision-making rests with the elected body of Council. The elected body of Council takes into account community opinion that is identified through community engagement processes in their decision-making. This message will be clearly communicated at all times when engaging with the community.

# IAP2 Spectrum of Public Participation

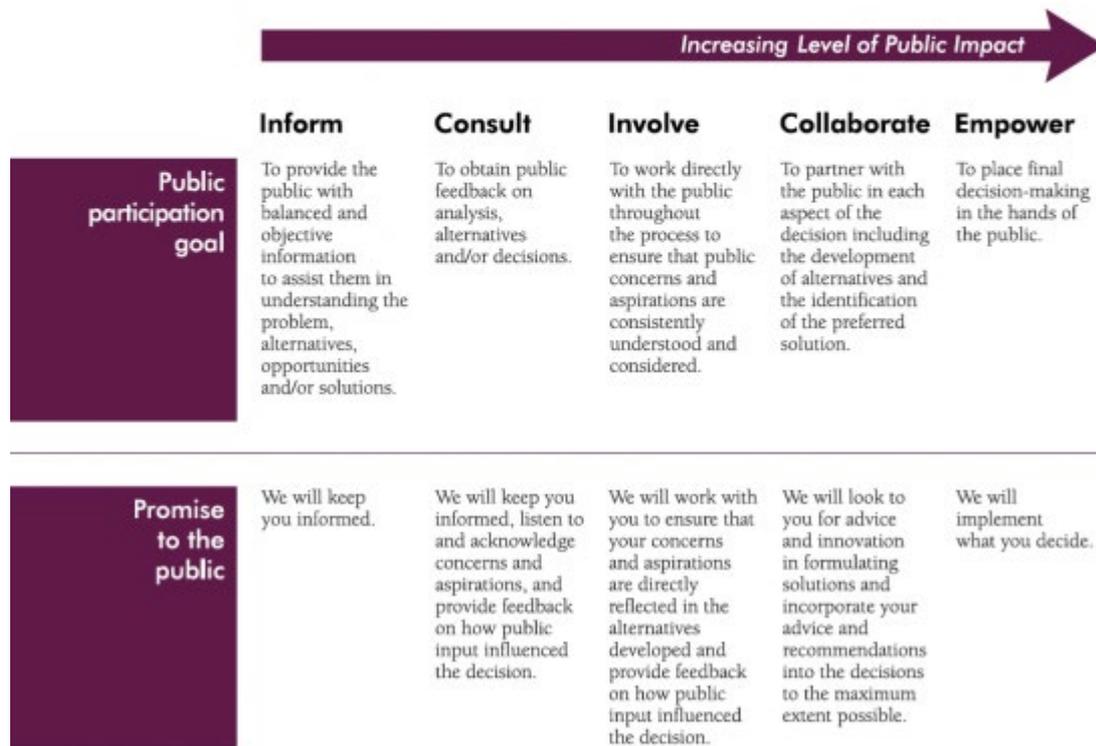


Figure 1 IAP2's Public Participation Spectrum

In order to engage the community most effectively and fairly, Council commits to the following principles:

- accurate, accessible and timely information will be provided as the basis for effective engagement
- participation will be encouraged by all who own property, live, work, study and play in the City of Burnside - individuals, groups and organisations
- barriers to participation will be identified and minimised, and practices to promote participation optimised
- the purpose of each engagement will be clearly stated
- feedback about the outcomes of engagements will be provided to participants, as well as communicated to the general community.

The City of Onkaparinga undertakes award winning best practice engagement in Local Government incorporating the IAP2 Spectrum into their approach to community engagement. Their approach, the principles of the IAP2 Spectrum, and our strategic goals has been combined to create an Engagement Matrix for the City of Burnside. This Engagement Matrix outlines:

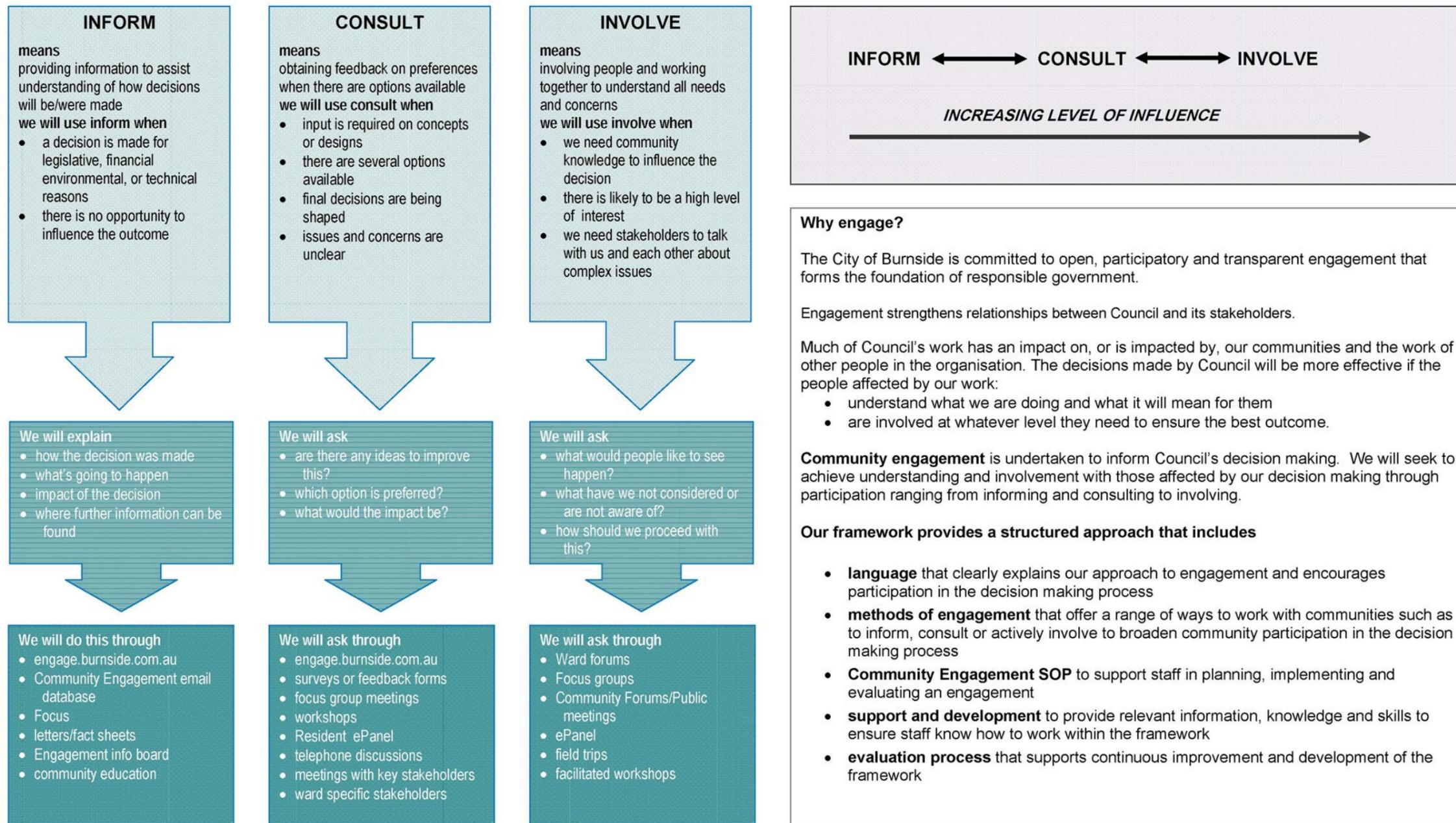
- methods of engagement
- what processes will be used
- what types of issues/outcomes will be addressed.

The Engagement Matrix is supported by:

- Community Engagement (Public Consultation) Policy
- Social media policy
- Media policy
- Brochures and Other Publications Protocol
- Corporate Identity Style Manual.

## ENGAGEMENT FRAMEWORK

*Our Strategic Direction is to be engaging, open and approachable, to listen to and be representative of our community's views, to act on their behalf in best interest of our City.*



## Methods of Engagement

The below methods present standard communications tools that will be employed by the City of Burnside for community engagements and general communications.

The range of methods available for use includes, but is not limited to:

### *Inform the community*

One-way communication to tell the community something.

- Advertising in Messenger Press or other newspaper
- Distribution of leaflets / newsletters
- email notifications
- Messenger Column
- Council website
- On-site signage
- Media releases
- Promotional displays at Civic Centre and/or other Council venues
- Social media communications
- Focus Magazine
- Other magazine articles.

### *Consult with the community*

Two-way communication requiring both a level of awareness-raising on the issue, a method of receiving responses and information from the community, and providing feedback.

- Advertising in Messenger Press or other newspaper
- Letter drop of leaflets / newsletters / surveys city wide by unaddressed mail,
- email notifications via engage.burnside registered users
- Messenger Column
- Council website
- On-site signage
- Media releases
- Promotional displays at Civic Centre and/or other Council venues
- engage.burnside with online surveys as required
- Ward forums, public meetings
- Telephone surveys (telephone and written), in particular the Annual Community Survey
- Social media
- ePanel.

### *Involve the community*

Community input and opinion is included understood and considered in the planning, implementation or decision making on an issue. This requires both awareness raising and two-way communication, but also an ability to gauge more in-depth information and may occur at an earlier stage in a project.

- Advertising in Messenger Press or other newspaper
- Distribution of leaflets / newsletters / surveys city wide
- Messenger Column
- Council website
- On-site signage
- Media releases
- Promotional displays at Civic Centre and/or other Council venues;
- engage.burnside with online surveys as required
- Telephone surveys (telephone and written), in particular the Annual Community Survey
- Social media
- Ward forums
- Public meetings / Community forums
- Interviews

- Focus groups
- ePanel
- Field trips
- Workshops.

## **Evaluation**

Evaluation is important in the communications and community engagement process as it allows for the identification of new information and potential changes to the communications or engagement planning approach. Lessons can be learnt and new ways of approaching community engagement can be incorporated into Council's Communications and Community Engagement Strategy.

Evaluation will be achieved through:

- Media reporting and monitoring
- Achievement of the actions according to the Communications Objectives Action Plan
- Measurement of resident numbers involved in engage.burnside
- Tracking analytics data from engage.burnside and tracking on use of the website
- For Internal Communications evaluation will be based on employee uptake of policies and involvement in programs.