Service 5: Communication and Engagement

1. Purpose

The purpose of this policy is to:

(a) Encourage the use of engagement analysis tools to inform on the performance of communications and engagement activities.

(b) Encourage consultation and communication planning to meet stakeholder needs and expectations.

(c) Ensure communication and community engagement is proactively planned around each major project and issue that arises.

(d) Improve communication and brand consistency across the organisation.

(e) Increase the timeliness and effectiveness of communication and engagement internally and externally.

(f) Ensure the City is guided by relevant best practice principles and industry standards including the core values of the International Association of Public Participation (iap2) as outlined in the adopted Community Engagement Strategy 2017.

(g) Increase employee communications, community engagement, and public confidence in the City and its management of local resources.

2. Policy Statement

The City of Kalamunda is committed to clear, consistent and timely communications, providing stakeholders with opportunities to be informed, participate, engage and contribute to the decisions made by Council on issues that affect them.

This policy addresses the key elements of both **communication** and **engagement** and outlines the City's objectives to deliver timely, meaningful and appropriate communication and engagement opportunities and to clearly show when and how stakeholders have contributed to the decision-making process.

3. Methodology

The City uses the iap2 Spectrum (as shown below) to assist and guide in the communication and engagement process. The model identifies five levels where communication and interactive opportunities are selected, depending on project purpose, audience and the expected influence of each.

4. The City's Commitments

The City commits to:

(a) open and transparent communication. Unless something is commercially confidential, it should be communicated in a complete, unambiguous and timely manner;

(b) communicating about significant happenings in a thoroughly planned manner. Care should be taken to decide and plan what requires formal communication

by whom, and by when, through what channel – and how effectiveness will be measured;

(c) communicating both good and bad news quickly, even if the full impact of the decision or message may not be clear;

(d) recognising those who are affected by a decision have a right to be involved in the decision-making process;

(e) seeking out and enabling the involvement of those potentially affected;

(f) involving participants in choosing and defining how they receive information or participate;

(g) communicating to participants how their input affected the decision;

(h) providing participants with the information they need to participate in a meaningful way; and

(i) providing an ongoing relationship between Council and the community.

5. Engagement Spectrum

Each project or issue being managed will have varying resource implications and various levels of potential influence within one activity, with a need to move up and down the engagement spectrum.

Inform	Consult	Involve	Collaborate	Empower
Public Participation Objective				
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives, opportunities and/or solution.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution	To place final decision making in the hands of the public.
Obligations to the Public				
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

6. Communication and Engagement Principles

(a) The communication and engagement program will be interesting, equitable, inclusive, adequately resourced and specifically tailored to each project or issue.

(b) Communication and engagement activity will begin early and be part of project scoping and milestones identification, rather than being a one-off event or undertaken after a final decision

(c) The history of previous communications and engagement programs will be taken into account

(d) The purpose, expected outcomes and decision-making process will be clearly communicated to all parties participating.

(e) Diverse communication and engagement techniques will be implemented to maximise opportunity for participation and flexibility of choice on how to engage.

(f) Communication and engagement approaches will be constantly evaluated against objectives and modified accordingly to meet changing needs.

(g) Participants will be provided with 'Feedback Summaries' following consultation activities.

7. Roles and Responsibility

7.1 Role of Elected Members

Elected Members are to ensure Community Engagement principles are encompassed in the decision-making process of Council.

Stakeholder engagement does not replace Council decision-making responsibility, rather it is designed to ensure Council has access to a range of information about stakeholder and community needs, opinions and options, prior to making decisions.

Stakeholder feedback is one part of the information gathering process upon which decisions are based. Other information which may be taken into account includes technical advice, legal advice, third party expert advice and other stakeholder advice as necessary.

As one of the City's roles is Advocacy, there may be circumstances where public participation is not undertaken by the City, such as major infrastructure projects delivered by the State or Federal Government. These projects will be outlined in the City's annual advocacy program.

When a decision is mandatory, Council shall comply with statutory requirements, such as for strategic planning documents or Development Applications.

Status	Council and Statutory Requirements		
Related Local Law	N/A		
Related Council Policies and Strategies	Kalamunda Advancing 2027 Strategic Community Plan		
Relevant Delegation	N/A		
Related Internal Procedures	N/A		
Related Budget Schedule	N/A		
Legislation	*Local Government Act 1995 (WA)* *Local Government (Administration) Regulations 1996*		
Conditions	N/A		
Authority	Council		
Adopted	27 August 2019	Next Review Date	27 August 2021