

# Case Study

## IAP2 Australasia Project of Year | Planning Project Brisbane City Council and Articulous | Plan your Brisbane

Brisbane is changing. New industries, new jobs, new technologies and new export relationships are creating a new world of opportunity for Brisbane. Meanwhile changes in demographics, climate, and transport will change the way we live day-to-day. Brisbane is also growing. The South East Queensland Regional Plan 2017 predicts the population will increase by 386,000 people by 2041 and that there will be a need to accommodate an additional 188,000 dwellings in this time.

Plan your Brisbane was an important citywide conversation with the community, initiated by Brisbane City Council (Council), about a broad range of issues, priorities and opportunities for this growing city. The engagement process was focused on how to develop a community-based Charter of Principles (the Charter) and ideas that would guide and shape the city's future.



### What role the public had in the decision-making process:

The public was engaged by Council at the involve level of the IAP2 spectrum, with the needs and aspirations of the public used to develop the final Charter, Brisbane's Future Blueprint. The blueprint outlines eight key principles and 40 actions to help ensure our city thrives as a friendly and liveable place for future generations. Importantly, Council has enshrined the role of ongoing public participation in the blueprint with one of the eight principles being "Empower and engage residents: Brisbane belongs to all of us, so every resident can play a role in planning for its future. Making engagement easier will mean busy residents can have their say". The five supporting actions include:

1. Give residents better access to development information and history with a new easy-to-use website.
2. Create an alert system that makes it easier for residents to stay up-to-date with development.
3. Convene an annual Intergenerational Planning Forum to hear from the community directly.
4. Continue to explore new technology to better engage with residents.
5. Create a specific Character Design Forum for residents to guide the preservation of our city's Queenslanders and other traditional designs.

### How the public helped define the engagement process:

Prior to the launch of formal engagement, residents were engaged through focus groups to understand key issues affecting them and their city, as well as their perceptions of, and preferences for, community engagement methods and approaches. This was critical in our objective of reaching a broad community base, including the hard-to-reach 18-34 age demographic. Interviews and workshops were also held with internal and external stakeholders to identify potential methods, language and issues to address. Research was undertaken to understand the nature of calls received by Council's Contact Centre, which guided the understanding of residents' concerns and ideas and helped define the engagement process.

### How your process included the public's contribution and how it influenced the decision:

The Plan your Brisbane engagement program clearly articulated that Council would use the information to help inform the development of a community-based Charter of Principles. The public was engaged at the involve level of the IAP2 spectrum where the needs and aspirations of the public were used as the basis for a Charter of Principles. This promise was embedded in the project scoping statement, on all materials and in communication with both community and industry. As a result of the project, Council released Brisbane's Future Blueprint, which outlines eight principles and 40 actions to help ensure our city thrives as a friendly and liveable place for future generations. Importantly, Council has enshrined the role of public participation in Brisbane's Future Blueprint, with one of the eight principles being to "Empower and engage residents", with five supporting actions.

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Describe how the public participation process responded to any challenges faced:

Challenges	Response
Engage beyond the most vocal and reach the broader community to ensure all residents can have their say.	<p>Historically, most people do not get involved in engagement processes unless they are directly impacted. This can provide an unbalanced understanding of what community wants when planning cities. To achieve a broad reach, Council made a deliberate choice to innovate and to reach out to broader audiences, hence the inclusion of:</p> <ul style="list-style-type: none"> <li>• a film competition to reach younger people</li> <li>• a game, built on Phase 1 results, to reach people in a novel but meaningful way</li> <li>• tactile surveys using hand-made sculptures that digitally recorded community members' answers</li> <li>• an intergenerational forum that enabled both young and old to understand and appreciate the perspectives of different generations to build a more inclusive future.</li> </ul>
Liveability and values language can often be perceived as complex and difficult for the community to understand, which can limit reach and can impact on participation	<p>Through Council's engagement activities, the goal was to make liveability and value concepts simple for everyone to be able to understand and make the connections between liveability and values. This goal continues through Brisbane's Future Blueprint.</p>
Develop a game that was grounded in community engagement and not based just on gaming	<p>When participants "played" the Plan your Brisbane game in Phase 2, they had to house 1000 people within a suburb. Their results were displayed on four dials (lifestyle, greenspace, travel times, affordability), based on themes identified during Phase 1. This ensured the game was an extension of the engagement process.</p>
To gather and collate information and comments relevant to the development of a Charter of Principles.	<p>We used a foundation of key engagement questions in Phase 1 that were integrated across all activities and enabled easy and large-scale comparison of information. The foundation questions were:</p> <ul style="list-style-type: none"> <li>• What makes Brisbane a great place to live today?</li> <li>• What are Brisbane's greatest strengths today? (multiple choice based on outcomes of Council's market research)</li> <li>• What would you want Brisbane's greatest strengths to be tomorrow? (multi-choice based on outcomes of Council's market research)</li> <li>• Knowing that Brisbane is always growing and changing, what would make our city an even better place in the future?</li> <li>• Thinking of the challenges facing our city, which do you think are the most important to address? These questions covered (a) the public's needs and aspirations as per the IAP2 spectrum (b) mapping current and future strengths to understand shifts in expectations (c) prioritisation of issues that were community-led. These questions were answered through a range of engagement activities that directly targeted different audience types.</li> </ul>
To manage the scale of community interest and participation, including the volume of information and data received	<p>Plan your Brisbane generated 277,000 interactions and more than 100,000 contributions. To manage the scale of engagement activities and contributions, the team:</p> <ul style="list-style-type: none"> <li>• used an integrated question design approach that would span across multiple activities to enable easier comparative analysis for reporting</li> <li>• implemented a rolling program of analysis and internal reporting throughout the engagement process</li> <li>• used Nvivo research software to analyse open text responses and used algorithms to test relationships between words and phrases, and identify themes to build a sophisticated understanding of community sentiment</li> <li>• engaged a specialist third party company to audit our analysis and confirm its rigor and validity.</li> </ul>