Step One – Project Information

About the Project	
Project Name	
Project Officer	
Department or Division	
Date	Click here to enter a date.
Synergy number	

Background Information
- The project was initiated to ....
- The education is the direct response to communicate and engage better with the community.
- Scope locations – all areas of the municipality.........

Community Engagement Objectives
- To assist the public in ....
- To improve the way we communicate to members of the public...
- To work with the community to make ....
- .... by creating clearer information.
- To improve public perception of ....

Community Engagement Timeframes

Please take into account school holidays, public holidays, and other Council events. Check the Community engagement calendar if unsure.

From Click here to enter a date. **to** Click here to enter a date.

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Step 2 – Indentifying the level of community engagement

The table below indicates the four levels of community engagement that are utilized by the City. There are two matrices that can be used to determine what level of community engagement is required.

Level of engagement	Description	Promise to stakeholders
Inform	One way communication providing balanced and objective information to assist understanding about something that is going to happen or has happened.	We will keep you informed.
Consult	Two way communications designed to obtain public feedback about ideas on rationale, alternatives and proposals to inform decision making.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how your input influenced the decision.
Involve	Participatory process designed to help identify issues and views to ensure that concerns and aspirations are understood and considered prior to decision making.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how your input influenced the decision.
Collaborate	Working together with stakeholders to understand all issues and interests and to work out alternatives and identify preferred solutions.	We will look to you for direct advice and innovation in formulating solutions and incorporate these into the decisions to maximum extent possible.

If your project ticks three or more boxes from the choices below, go straight to matrix 2 – otherwise use matrix 1.

Is the project:
- More than $100 000? ☐
- Moderately or highly politically sensitive? ☐
- Highly complex with a large variety of stakeholders? ☐
- Likely to require legislative change or because of a legislative change? ☐
- Going to require Council approval? ☐
- Likely to generate high level of community interest? ☐
- Is consultation required by legislation? ☐
- *Does your project impact on Traditional Custodians of the Land? ☐

Please note: If your project has any impact on land or Traditional Custodians of the land you must contact the City of Albany Senior Land Officer and/or the Indigenous Liaison Officer.

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Matrix 1: Simple projects

1. Degree of complexity

Low ☐	Medium ☐	High ☐
There is 1 clear issue or problem that needs to be addressed.	There are more than 1 or 2 issues and/or problems that can be resolved.	There are multiple issues and/or problems and it's unclear how to resolve them.

2. Degree of potential community impact or outrage

Low ☐	Medium ☐	High ☐
The project will have little effect on communities and they will hardly notice any changes.	The project will fix a problem that will benefit communities and the change will cause minor inconvenience.	The project will create a change that will have an impact on communities and the living environment, and the degree of impact/outrage and acceptance will vary.

3. Degree of political sensitivity

Low ☐	Medium ☐	High ☐
The project has acceptance throughout communities.	There are groups in communities who may see potential in raising the profile of a project to gain attention for their cause.	Community expectations about the project are different to those of the decision makers and there is high potential for individuals and groups to use the uncertainty to gain attention.

Identifying appropriate engagement level	Level
Three marks in the low column	Inform
Three marks in the medium column	Consult
Three marks in the high column	Involve or collaborate
Two marks in low and one in medium or high	Inform or consult
One mark in low and two in medium or high	Consult
Two marks in medium and one in high	Consult or involve
One mark in each	Involve or collaborate

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To decide between involve and collaborate, revisit the degree of complexity. The more complex the issues and problems, the more you should consider the level of collaborate.

Matrix 2: Complex project (may require approval by Council)

Inherent risk

How do you rate the potential for conflict with the community over this decision?
Low ☐   Medium ☐   High ☐

How do you rate the potential for social, environmental, or financial damage if the wrong decision is made?
Low ☐   Medium ☐   High ☐

How many unknowns are there in the current decision-making equation?
None ☐   A few ☐   Many ☐

Complexity of information

How much information needs to be communicated to the community for them to participate?
Simple facts ☐   Detailed proposal ☐   Significant technical data ☐

How much learning is required by the participants before they can be expected to make an informed decision?
Low ☐   Medium ☐   High ☐

How many abstracts or technical concepts need to be digested before an informed decision can be made?
Low ☐   Medium ☐   High ☐

Interpretation
- If most of your answers are in the low and medium boxes, then inform or consult methods may be sufficient.
- If your answers are scattered across the low, medium and high boxes, then consult methods may be sufficient.
- If the most of your answers are in the medium and high boxes, then you should consider using involve or in extreme cases collaborate techniques to minimise your risk and maximise the amount of knowledge and perspectives brought into the decision-making process.

If you are unsure at this stage, liaise with the Manager or ED before proceeding any further in your plan.

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Level of community engagement determined
Based on the matrix used, what is the determined level of community engagement required?

Choose an item

Step 3 – Stakeholder Identification

Identifying the stakeholders/ target group is essential when planning your community engagement.

A stakeholder is defined as an individual/ group/ business that may be affected by or have a specific interest in the decision or issues under consideration.

Internal stakeholders/ target group may be particular departments, within the City of Albany, advisory commitees or Councillors.

External stakeholders are individuals/ groups/ businesses outside the organisations, like seniors, youth, Traditional Custodians of the land or the Department of Local Government.

If you are unsure of who the stakeholders are, liaison with your Manager or ED before proceeding any further in your plan.

Internal Stakeholders	Level of engagements
Examples: Executive Directors (seek endorsement)	Choose an item.
Councillors including Mayor (advocates)	Choose an item.
All directorates broadly	Choose an item.
Communications (specific)	Choose an item.
Library (location specific), display	Choose an item.
ALAC (location specific)	Choose an item.
Visitors Centre (location specific)	Choose an item.
VAC (location specific)	Choose an item.
Rangers Team	Choose an item.
Indigenous Liaison Officer	Choose an item.
	Choose an item.

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External Stakeholders	Level of engagement
Examples: ACCI	Choose an item.
Department of Transport	Choose an item.
Main Roads	Choose an item.
Police	Choose an item.
Taxi and Bus Services	Choose an item.
CBD Business Owners	Choose an item.
Senior Citizens Centre	Choose an item.
Community members broadly	Choose an item.
Local High Schools	Choose an item.
Disability Services – local (AIP)	Choose an item.
	Choose an item.
	Choose an item.
	Choose an item.
	Choose an item.
	Choose an item.
	Choose an item.
	Choose an item.
	Choose an item.
	Choose an item.

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Step 4 – Identify tools and techniques to be used

In the table below are some examples of techniques that can be use for each level of community engagement. You can use the examples in the tables below or enter different techniques in table 2.

If you are unsure of which technique is best for your project, please contact your Manager or ED.

Technique/Strategy	Please Tick				Due Date	Completed	Responsible	Cost
	Inform	Involve	Consult	Collaborate				
Staff (Customer service) Briefing *								
Add information to the Council's website								
Issue media release								
Inform relevant staff (emails, intranet etc.)								
Email to existing networks and email lists i.e. Business unit database								
The City of Albany weekly update (Email)								
Internal Communications Update								
Put advertising in newspaper								
Develop displays/signs								
Provide information in rates notice								
Letterbox drop								
Distribute direct letter (addressed) York St								
Produce a brochure/flyer/poster								
Attend High School Assemblies & P & F Meeting								

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Technique/Strategy	Please Tick				Due Date	Completed	Responsible	Cost
	Inform	Involve	Consult	Collaborate				
Consult within Council - staff session								
Information sheets with opportunity for feedback								
Seek feedback from networks or email lists								
Workshops								
Focus Groups/Samoan circle								
Use website to gain feedback								
Survey Monkey								
Questionnaire								
Survey								
Face to face contact, including interviews, telephones, vox box etc.								
Attend or establish advisory committee								
Council feedback box								
Open days/ open house								
Site visit/ Site meeting/ Field trips								
Social Media (face book, You tube message, online survey or forum) World cafe room								
Community Mural/ Speak out Wall								
Conduct a focus group								

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Technique/Strategy	Please Tick				Due Date	Completed	Responsible	Cost
	Inform	Involve	Consult	Collaborate				
Workshop/expo								
On site meetings/field trips								
Computer assisted processes (email voting)								
Conference								
Open space meetings/open day								
Establish advisory committee								
Involve Council/staff								
Seek Shared funding								
Seek community host/leadership								
Working with consultants and agencies								
Community/business workshops								
Establish an alliance/partnership								

* Compulsory at this level of engagement.

You **MUST** create an action plan for complex projects, have you completed and attached?   Yes ☐ No ☐

Please Note: When creating your timeline, it is highly recommended that you consider that if your project is complex, it will take a longer period for an item to go through Council (sometimes twice) and to meet land use or zone changes legislation which states a consultation period of up to 41 days.

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Outcome

The community needs to know the outcome of the project. The City of Albany has an obligation to advise the community at the end of a project/activity/event. You must undertake a de-brief and advise the community of the outcomes, successes and celebrate the end by closing the loop in communication.

Level of engagement	Technique	Due Date
Choose an item.	Media Releases, ad – thank you	Click here to enter a date.
Choose an item.	Letter/memo to internal and external stakeholders	Click here to enter a date.
Choose an item.	Meeting with communications – lessons learnt and future planning.	Click here to enter a date.
Choose an item.	Meeting with Rangers Unit – debrief/feedback	Click here to enter a date.

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Evaluation and feedback

- How are you going to evaluate the project? It is important to evaluate how the project went, was the best techniques used, etc? This could be in the form of a debrief or a community satisfaction survey.

Accessibility

Will the information you are providing be accessible to the whole community, including people with a disability?
Yes ☐   No ☐

If you are unsure speak to the Stakeholder Relations Manager.

If you are holding consulting in a physical location, is it assessable by all, including people with disabilities?
Yes ☐   No ☐

Is the engagement designed so that people with disabilities can be involved?
Yes ☐   No ☐

Is the engagement designed to consider the Traditional Custodians of the land?
Yes ☐   No ☐

If Yes, see the Senior land Officer for referral.

If you are planning to display information about your project in community spaces, have you considered working with other staff or agencies to hold a combined event or expo?
Yes ☐   No ☐

If you would like to review resources, samples and additional tools to assist you with your project, see the Stakeholder Relations Manager. Please ensure a budget is attached to this plan.

Step 5 – Approval of Community Engagement Plan

If the project is highly complex or politically sensitive it must be signed off by the CEO.

Manager   Approved ☐   **Executive Director/CEO** Approved ☐

Name: _____   Name: _____

Signature: _____   Signature: _____

Date: _____   Date: _____

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