

Community Engagement



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Projectura

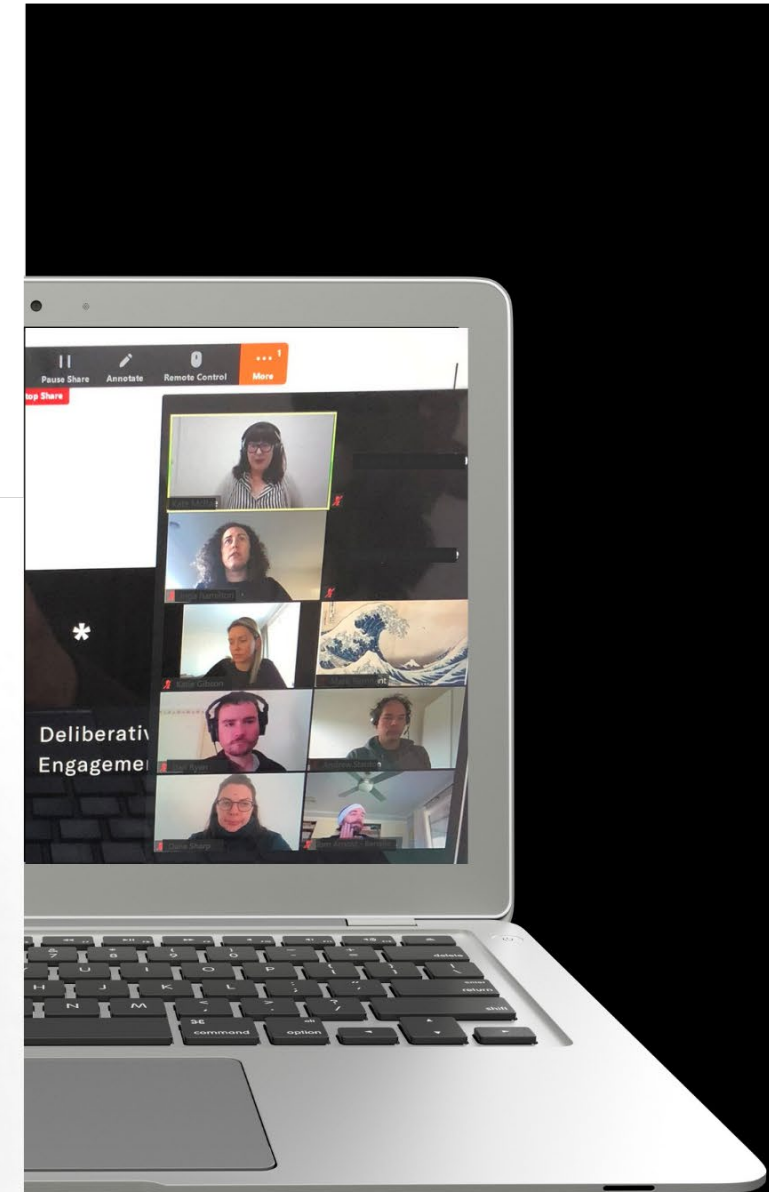


RURAL COUNCILS
VICTORIA



Community Engagement Skill Development Program

- Community Engagement Toolkit.
- Training program.



How we delivered the project.



Project stage 1.



Understand:

- Local Government Act implementation environment.
- Rural councils' engagement practices, resources + pain points.



Project stage 2.




Develop:

- Draft Community Engagement Toolkit.
- Training program outline.



Project stage 3.



- 
- Deliver the training program.
 - Bring people together.



Project stage 4.



- Deliver the Final Toolkit.
- Submit Final Evaluation Report.

Key learnings and findings.

Initial research.

The Community Engagement Toolkit.

Community Engagement training.

LOCAL GOVERNMENT ACT 2020.

Awareness of the Act and the community engagement principles was high.

COMMUNITY ENGAGEMENT POLICY.

75% had an existing CE Policy.

CONFIDENCE.

Reasonable confidence in their current engagement activities, and their position to implement the legislation.



**Before the
training, RCV
members told us!**

DELIBERATIVE ENGAGEMENT.

Define deliberative engagement.

How will this impact on resources and operations.

CONSISTENCY.

Applying a consistent methodology across engagement projects.

HUMAN RESOURCES.

Many councils don't have dedicated engagement personnel.



**Before the
training, RCV
members told us!**

Deliberative engagement

**LGA2020 IMPLEMENTATION =
NOT A FIXED NOTION!**

REPRESENTATIVE.

AUTHENTIC.

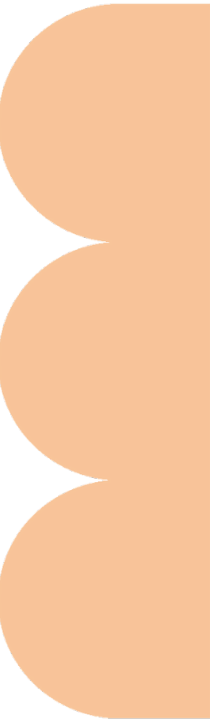
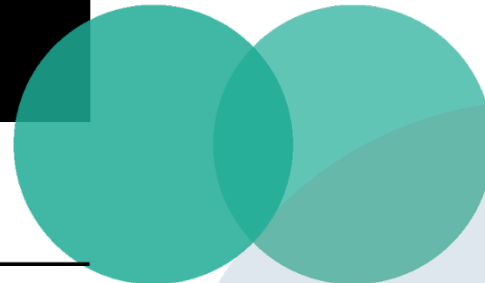
TRANSPARENT.

INFORMED.

WEIGH + BALANCE.

TAILORED METHODS.

RELEVANT TO YOUR COMMUNITY.



Community Engagement Toolkit





Case studies

Gannawarra Shire Council

Buloke Shire Council

Corangamite Shire Council

Mt Alexander Shire Council

Southern Grampians Shire Council

Indigo Shire Council



Learnings

CULTURE!

- Demonstrate value from the top down.
- Embrace and filter through all areas.

RELATIONSHIPS!

- Good engagement enhances relationships.

OPEN MIND!

- Consider all input.
- Participants have great ideas and solutions.



Learnings

FRAMING!

- Frame your engagement.
- Relevant + clear information.

DEFINE PROMISE!

- Be clear from the start.
- Set the tone.

BEGIN AT DESIGN!

- Don't start with the solution.
- Involve participants in design.



Learnings

VISUALISE!

- Consider visual tools.
- They are powerful.

GO ONLINE!

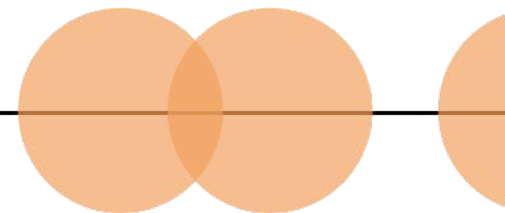
- Communities and people are tech savvy.

LEAN IN!

- Engage with people you may not have connected with before.

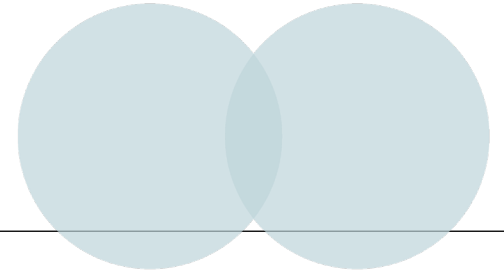
Training program

- June + July 2020.
- 7 x 1.5 hour online training sessions.
- 200 participants from 23 councils.
- Covered:
 - Drivers for the training.
 - Local Government Act.
 - Best practice.
 - Engagement lifecycle + checklist.
 - Community Engagement Toolkit.



Across regions

- 3 x training sessions.
- People from similar regions.
- Each covering 2 RCV regions.

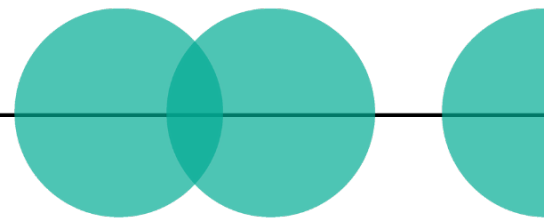
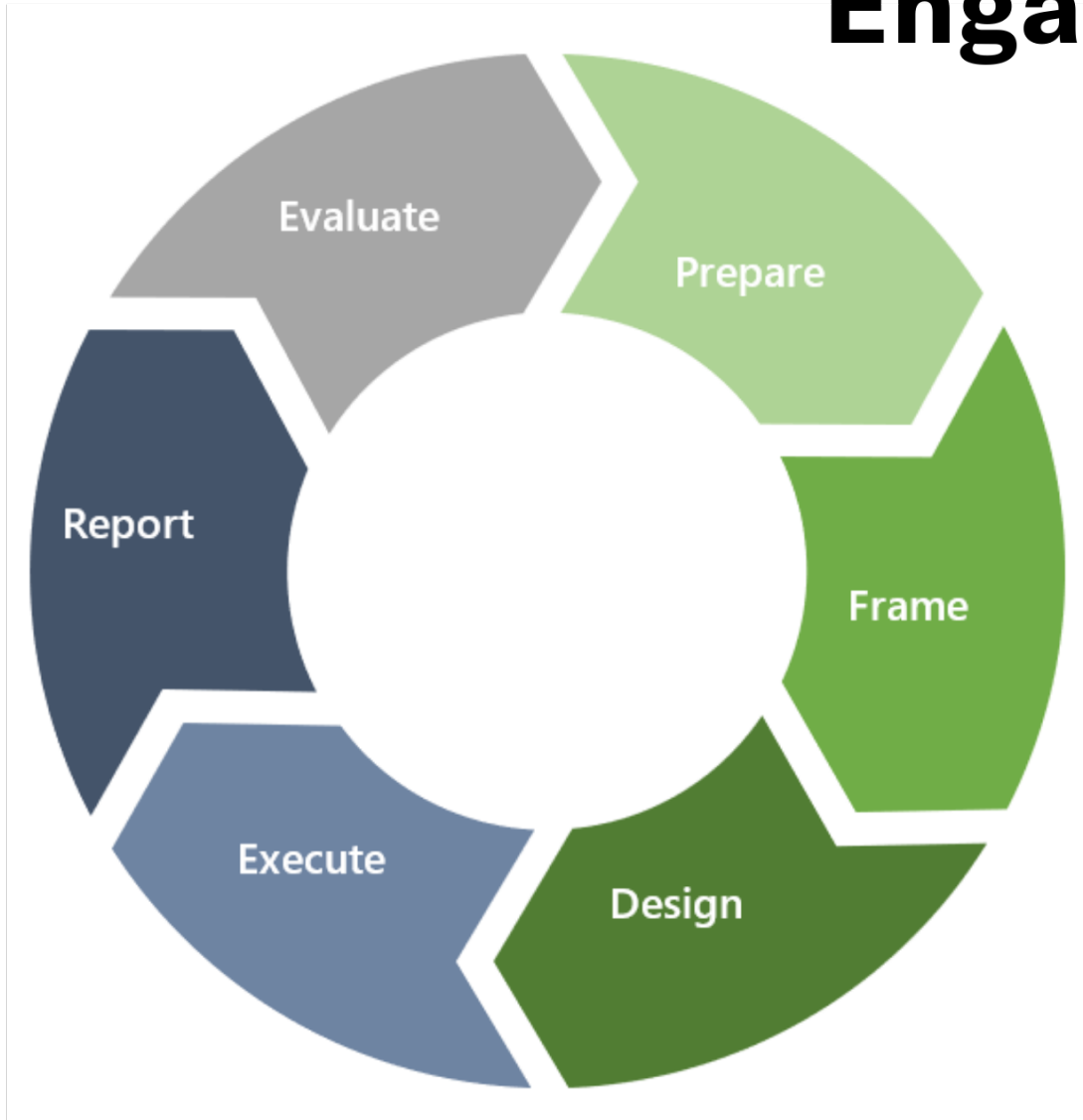


Across practice areas

- 4 x training sessions.
- People in similar fields.
- Strategic, social + community planning.
- Infrastructure + assets.
- Services.
- Governance, finance + policy.

Two-part training program.

Engagement lifecycle

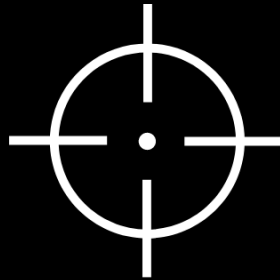


Gems

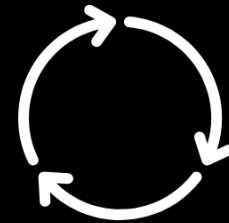
Tips to address concerns.



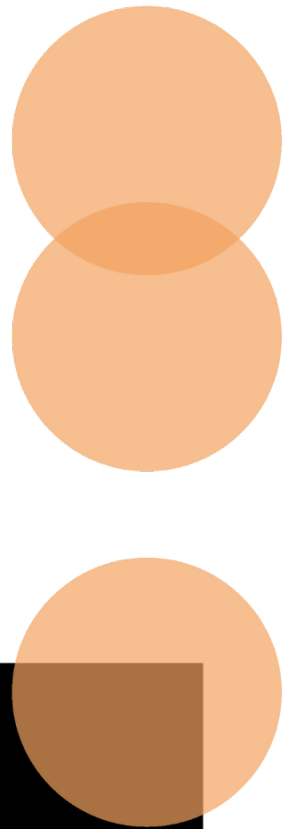
Approach with
heart.

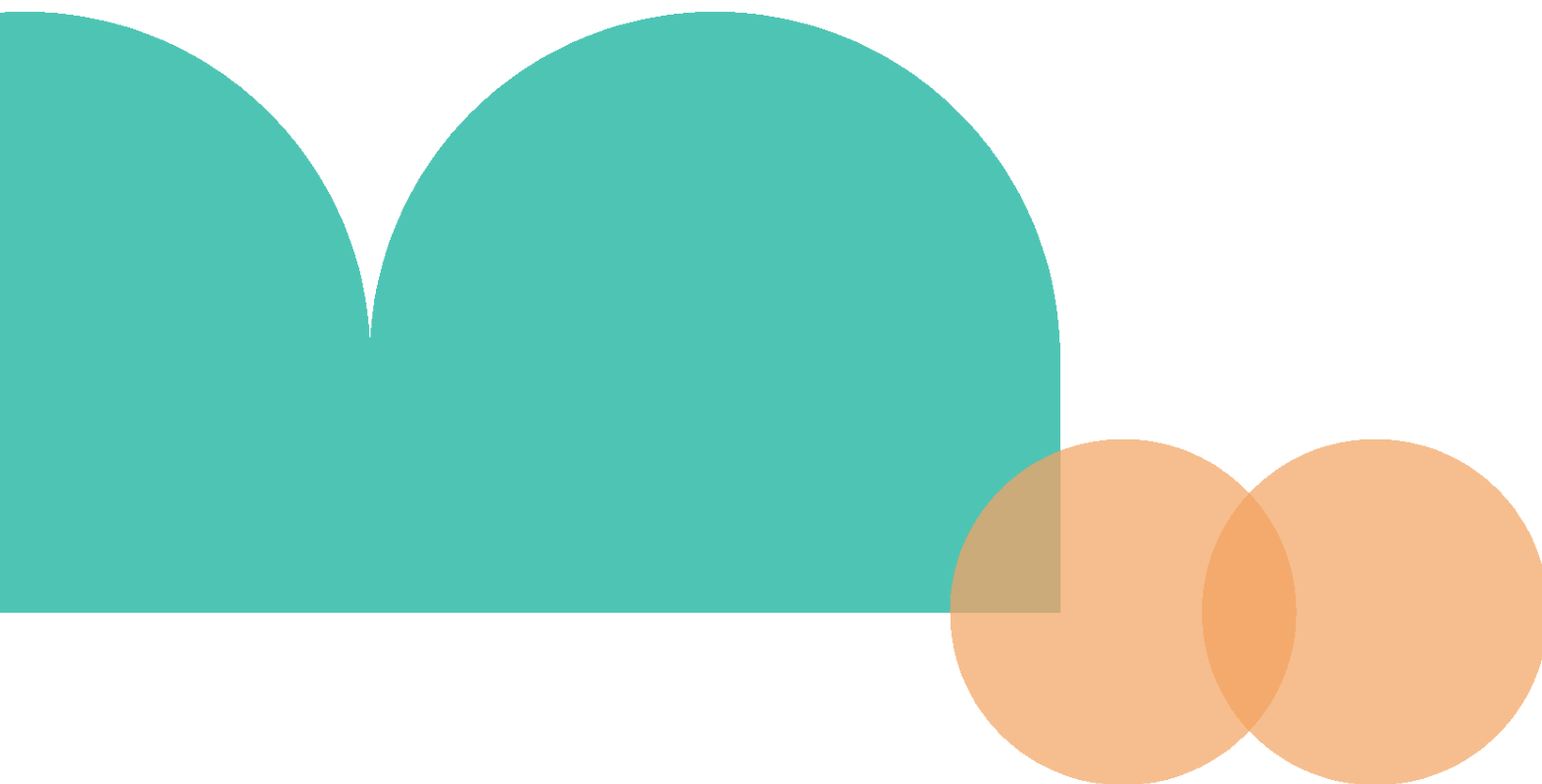


Tailor
methods.



Continuous
improvement.





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