
REPORT NO:	GE482
REPORT TITLE:	Draft Community Engagement Policy
SOURCE:	Peta Farquhar, Coordinator Research and Engagement Joel Farrell, Manager Organisational Performance & Engagement
DIVISION:	Communications, Engagement and Advocacy
FILE NO:	HCC20/343
POLICY:	-
STRATEGIC OBJECTIVE:	5.2 Create a community actively involved in civic life.
ATTACHMENTS:	1. <i>Draft Community Engagement Policy</i> 2. <i>Infographic Summary Consultation Report: We asked, you said, we did</i> 3. <i>Community Engagement Policy Consultation Report</i>

1. SUMMARY OF REPORT:

- 1.1 The *Local Government Act 2020* requires Council to adopt a 'Community Engagement Policy' by 1 March 2021. This report presents a copy of the *Draft Community Engagement Policy* (Attachment 1) and seeks Council endorsement for the draft to be placed on exhibition for public consultation.
- 1.2 To inform the development of this Policy, initial consultation with the community was undertaken between Monday 22 June and Friday 31 July 2020.

2. RECOMMENDATIONS:

- That Council endorses the *Draft Community Engagement Policy* for public consultation from Tuesday 22 December 2020 to Sunday 17 January 2021.
- Following this consultation, a final version of the *Community Engagement Policy* is to be presented to Council for adoption on Monday 22 February 2021.
- Subject to Council adoption, the final Community Engagement Policy is reviewed within 12 months of adoption, by March 2022.

3. LEGISLATIVE POWERS:

The *Local Government Act 2020* (Section 55) requires Council to adopt a 'Community Engagement Policy' by 1 March 2021.

4. FINANCIAL IMPLICATIONS:

Costs associated with this project will be funded from Council's operational budget.

5. ENVIRONMENTAL SUSTAINABILITY CONSIDERATIONS:

Environmental Sustainability has been considered and the recommendations of this report give no rise to any matters.

6. CLIMATE CHANGE ADAPTATION CONSIDERATIONS:

Climate Change Adaptation has been considered and the recommendations of this report give no rise to any matters.

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7. CHARTER OF HUMAN RIGHTS APPLICATION:

The rights protected in the *Charter of Human Rights and Responsibilities Act 2006* were considered as part of this report and consultation process. The recommendations of this report support the Human Rights and Responsibilities for:

Freedom of expression (Section 15) by providing community members with the opportunity to receive information and share ideas on proposals which are likely to have an impact on their lives; and

Taking part in public life (Section 18) by ensuring community members have the opportunity, to participate in the conduct of public affairs, directly or through freely chosen representatives.

8. COMMUNITY CONSULTATION:

8.1 Community consultation to inform the *Draft Community Engagement Policy* ran for six weeks from Monday 22 June to Friday 31 July 2020, prior to Council's Caretaker conventions coming into effect. Community consultation was further supported by internal stakeholder consultations with Council Officers who are regularly involved in undertaking and supporting community consultation on behalf of Council.

8.2 Due to COVID-19 restrictions and social distancing requirements, the consultation focused on engagement methods that did not require face to face interaction. This included the ability to email/write to Council or speak directly with Council's Strategic Engagement Advisor for participants who were unable to participate in online components.

8.3 Approximately 500 people participated in this consultation process. Table 1 outlines the engagement tools and approximate number of participants.

1. Table 1: Engagement tools and participants

Engagement tool		Approx. # participants
Community consultation	Telephone survey	300
	Online survey	94
	Online discussion forum	13
	Online workshops via Zoom	5
Staff consultation	Staff online discussion forum	7
	Staff online workshop	57
	Policy co-design development	25
Approximate total participants*		501

* Participants may have contributed using more than one consultation tool, so the total number of participants is approximate.

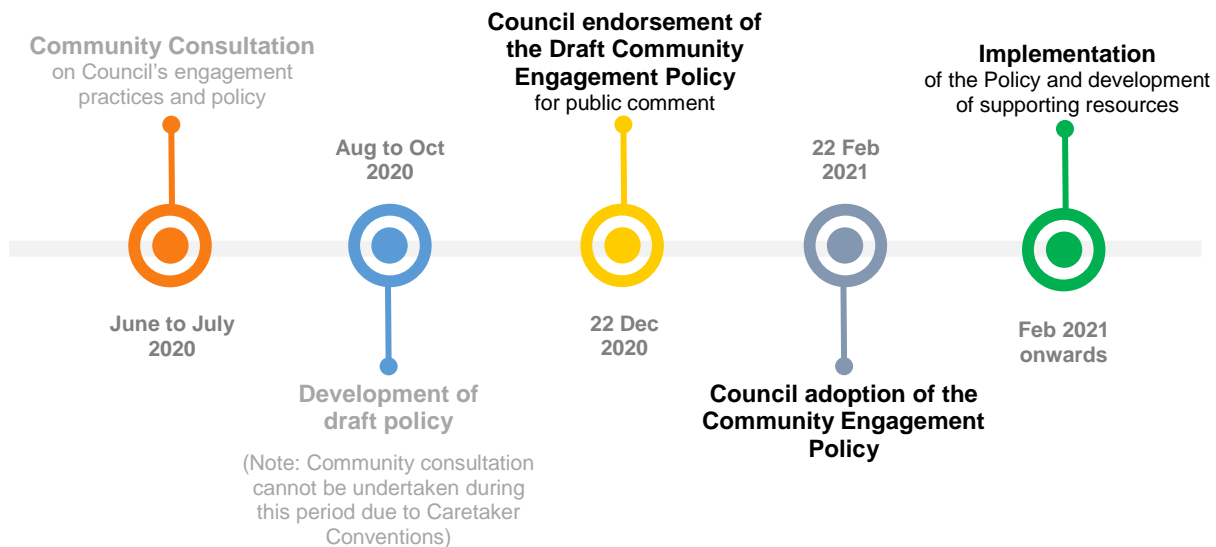
8.4 The project was supported by communications activities including social media promotions, emails to networks and direct email invitations to participate.

9. DISCUSSION:

9.1 The *Local Government Act 2020* requires Council to adopt a Community Engagement Policy by 1 March 2021.

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9.2 The key milestones for the development of the policy are outlined below:



9.3 The new *Local Government Act 2020* aims to strengthen local democracy and community participation and transparency in Council decision making processes and service delivery. Specifically, under Part 3 – Council decision making, Division 1 – Community accountability, the following requirements are outlined:

“55 Community engagement policy

- 1) A Council must adopt and maintain a community engagement policy.
- 2) A community engagement policy must—
 - a. be developed in consultation with the municipal community; and
 - b. give effect to the community engagement principles; and
 - c. be capable of being applied to the making of the Council's local laws; and
 - d. be capable of being applied in relation to the Council's budget and policy development; and
 - e. describe the type and form of community engagement proposed, having regard to the significance and complexity of the matter and the level of resourcing required; and
 - f. specify a process for informing the municipal community of the outcome of the community engagement; and
 - g. include deliberative engagement practices which must include and address any matters prescribed by the regulations for the purposes of this paragraph and be capable of being applied to the development of the Community Vision, Council Plan, Financial Plan and Asset Plan and
 - h. include any other matters prescribed by the regulations.

56 The community engagement principles

The following are the community engagement principles—

- a. a community engagement process must have a clearly defined objective and scope;
- b. participants in community engagement must have access to objective, relevant and timely information to inform their participation;

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- c. participants in community engagement must be representative of the persons and groups affected by the matter that is the subject of the community engagement;
 - d. participants in community engagement are entitled to reasonable support to enable meaningful and informed engagement;
 - e. participants in community engagement are informed of the ways in which the community engagement process will influence Council decision making.”
- 9.4 Further to the legislative requirements above, other sections of the new Act specify further adherence and application of Council's *Community Engagement Policy* and principles.
- 9.5 In addition, Council adopted a *Public Transparency Policy* in August 2020. A key driver of this policy is to ensure transparency in decision making processes and support community access to information to enable them to fully participate in engagement activities. The *Draft Community Engagement Policy* has been developed with reference to the *Public Transparency Policy*.
- 9.6 The *Draft Community Engagement Policy* (Attachment 1) has been developed through a process of community consultation and meets both Hume's legislative requirements and community expectations.
- 9.7 In addition to community consultation the following inputs also informed the policy:
- desktop review of other community engagement policies and guidelines;
 - best practice community engagement standards outlined by the Victorian Auditor General's Office (VAGO) Better Practice Guide for Public Participation in Decision Making and IAP2 Australasia² tools and standards; and
 - requirements of the *Local Government Act 2020* (Section 55, 56).
- 9.8 Following adoption of the Community Engagement Policy, a new suite of staff guidelines and resources will be developed.
- 9.9 Section 0 of this Council Report outlines the community consultation process, with key findings discussed below. A summary of this feedback is included in Attachment 2, while the full consultation report is in Attachment 3.
- 9.10 Five major themes emerged from the consultation process. These themes were consistent across all engagement activities and were discussed as both areas where Council is doing well, and as areas where Council can improve.
- 9.11 These five themes are closely related, and impact on each other, therefore need to be considered as interconnected parts of a holistic approach to engagement.
- **Listen and understand:** Demonstrating that Council is listening to what the community says during consultation was raised many times during this consultation process. Related to this is understanding the community perspective and the issues that matter to the community. This theme is also about recognising the wisdom and firsthand local experience that exists in the community.
 - **Participation:** Inclusiveness, multiple ways to participate, accessibility, thinking broadly about who may be interested in participating, and sufficient timeframes for considered input were all cited as ways to encourage more and broader participation in consultation activities.

² IAP2 is an internationally recognised leader in public participation and has developed tools and standards that are widely used and acknowledged.

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- **Information and communication:** Objective, easy to understand and relevant information at different stages of an engagement process was raised repeatedly during the consultation. Using a mix of communication tools to distribute and communicate this information was viewed as essential.
- **Genuine engagement:** Genuine engagement is about honesty, transparency and allowing the community to have a real say in projects – not only in the final stages of drafts or decisions. This was about engaging early, before outcomes have been decided and being clear and transparent about the purpose, scope, and level of influence the participants can have on a project.
- **Reporting back:** A consistent message was received about the importance of reporting back on how community input influenced the decision-making process and the final outcomes of the project. This related closely to theme of listen and understand.

10. CONCLUSION:

- 10.1 This report provides Council with information on the actions taken to develop the *Draft Community Engagement Policy*.
- 10.2 The *Draft Community Engagement Policy* is consistent with the requirements of the *Local Government Act 2020* and has been informed by community feedback and best practice principles of community engagement.
- 10.3 It is recommended that Council endorse the *Draft Community Engagement Policy* for public consultation from Tuesday 22 December 2020 to Sunday 17 January 2021. Following this period, feedback from the community will be considered and the final version of the *Community Engagement Policy* will be presented to Council for adoption on Monday 22 February 2021.

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COMMUNITY ENGAGEMENT POLICY

Hume City Council recognises the rich Aboriginal heritage within the municipality and acknowledges the Wurundjeri Woi Wurrung, as the Traditional Custodians of this land. Council embraces Aboriginal and Torres Strait Islander peoples' living cultures as a vital part of Australia's identity and recognises, celebrates and pays respect to the Wurundjeri Woi Wurrung Elders past, present and future.

Policy Reference No.	POL/### [EXISTING POL # OR GOVERNANCE WILL ASSIGN IF NEW POLICY]
File No.	HCC#### [YOUR FILE REFERENCE #]
Strategic Objective	5.2 Create a community actively involved in civic life
Adopted by Council	###/###/#### [DATE OF MEETING ADOPTED]
Re-Adopted	Not applicable
Date for Review	March 2022
Responsible Officer	Manager Organisational Performance and Engagement
Department	Organisational Performance and Engagement

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COMMUNITY ENGAGEMENT POLICY

1 POLICY STATEMENT

- 1.1 Community engagement is essential to open and transparent governance and informed decision making.
- 1.2 Input from the community provides valuable insights and information to inform planning, solution design and decision making.
- 1.3 Hume City Council will provide genuine and meaningful opportunities for the community to contribute to decision making processes that impact them.
- 1.4 Hume City Council Officers continuously make day-to-day decisions based on Council policies, strategies and directions. To help inform these decisions, Council will engage the community in the development and review of Council plans, strategies, policies, major projects, local projects, local laws, programs and major changes to service delivery, based on the level of impact of a project (see section 6.4).
- 1.5 Hume City Council will continually develop the capacity of Council staff to deliver consistent and best practice community engagement through the provision of tools, resources and staff development opportunities.

2 PURPOSE

The purpose of this policy is to:

- 2.1 Describe Hume City Council's commitment and approach to genuine, consistent, and meaningful community engagement in Council's decision making processes.
- 2.2 Contribute to informed decision making by ensuring the diverse perspectives, experiences, abilities and aspirations of the community are considered when Council makes decisions.
- 2.3 Strengthen relationships and trust between Council and community by creating opportunities for people to participate in decisions that impact them.
- 2.4 Align Hume City Council's approach to community engagement with:
 - 2.4.1 The expectations and feedback from the Hume community.
 - 2.4.2 The requirements and best practice standards of the:
 - a) *Local Government Act 2020*.
 - b) Victorian Auditor-General's Office *Public Participation in Government Decision Making: A Better Practice Guide*.
 - c) International Association of Public Participation (IAP2) Core Values, Public Participation Spectrum, Code of Ethics and Quality Assurance Standard.
- 2.5 Align with, and support the implementation of other Council policies, frameworks, strategies and action plans.

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3 OBJECTIVE

The objectives of this policy are to:

- 3.1 Ensure the community has an opportunity to participate in decision making processes that impact them.
- 3.2 Reinforce Council's commitment to community accountability and transparent decision making through the 'Community Engagement Principles'.
- 3.3 Outline when and how Council will undertake community engagement.
- 3.4 Ensure that all Hume City Council employees, Councillors, volunteers, consultants and contractors understand their roles and responsibilities in relation to community engagement.

4 SCOPE

- 4.1 This policy applies to all Hume City Council decisions that have an impact on the community, including partnerships and collaborations, and those required by legislation.
- 4.2 Community engagement processes initiated by Hume City Council.

5 COMMUNITY ENGAGEMENT PRINCIPLES AND COMMITMENTS

- 5.1 Community engagement demonstrates Hume City Council's commitment to social justice. This includes the right of Hume's citizens to participate in the community and specifically to:
 - 5.1.1 Participate in public life by actively participating in the decisions that affect their lives.
 - 5.1.2 Access easy to understand information about policies, programs and decisions that affect them and their wider community.
- 5.2 The community engagement principles and commitments (Table 1) underpin all community engagement activities delivered by, or on behalf of Hume City Council.

Table 1: Community Engagement Principles and Commitments

Community Engagement Principles*	Hume City Council's commitment
(a) a community engagement process must have a clearly defined objective and scope	We will define the scope and objective of a project or decision, including what is negotiable and non-negotiable.
	We will provide genuine and meaningful opportunities for the community to participate in decision making processes.
	We will explain what the community can influence, and how they can participate.
(b) participants in community engagement must have access to objective, relevant and timely information to inform their participation	We will provide objective, relevant and timely information, allowing participants to make an informed contribution.
	We will provide information that is accessible for participants.

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Community Engagement Principles*	Hume City Council's commitment
(c) participants in community engagement must be representative of the persons and groups affected by the matter that is the subject of the community engagement	<p>We will identify participants and groups, and encourage participation by all who may be impacted by the project or decision.</p> <p>We will use a mix of communication, outreach and engagement activities to ensure those who are impacted are informed and are supported to participate in decision making processes.</p>
(d) participants in community engagement are entitled to reasonable support to enable meaningful and informed engagement	<p>We will design engagement activities that are inclusive and accessible, and make reasonable adjustments where necessary to remove barriers to participation.</p> <p>We will provide sufficient time to ensure those impacted can participate in a meaningful way.</p>
(e) participants in community engagement are informed of the ways in which the community engagement process will influence Council decision making	<p>We will inform participants of how their feedback will be used in the decision making process.</p> <p>We will report back to the community in a timely and straightforward way how community feedback informed the decision making process.</p>

* Local Government Act 2020

6 WHEN WE WILL ENGAGE

- 6.1 Hume City Council will engage the community in decision making processes when:
- 6.1.1 A decision will impact on the community.
 - 6.1.2 An issue will have a long-term impact on the community.
 - 6.1.3 There is an action or commitment in a Council strategic document to undertake community engagement.
 - 6.1.4 There is a legislated or statutory requirement.
- 6.2 There are legislated requirements for the community engagement approaches for some project types, as outlined in Table 2 below:

Table 2: Project type and engagement approach

Project type	Community engagement approach
Community Vision*	Under the <i>Local Government Act 2020</i> deliberative engagement practices are required to be used.
Council Plan**	
Financial Plan*	
Asset Plan*	

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Project type	Community engagement approach
Council budget *	Under the <i>Local Government Act 2020</i> community engagement is required, and should be undertaken in accordance with this policy.
Governance rules*	
Lease of land* (in some limited cases)	
Local Laws (Incl. alterations)*	
Sell or exchange land*	The level of community engagement required will be assessed in accordance with 6.4 below, or in accordance with the requirements of the relevant legislation.
Other Council plans, policies, planning permits, planning scheme amendments, strategies, major projects, local projects and service delivery decisions	

Note: This table is not a definitive list of legislative requirements, but rather the key requirements under the *Local Government Act 2020*. Other Acts and Regulations may also specify community engagement or consultation requirements that are required to be considered in particular circumstances, for example, but not limited, to the *Health and Wellbeing Act 2008* and the *Planning and Environment Act 1987*.

* This engagement approach is required by the *Local Government Act 2020*.

+ Engagement process must be led by the Mayor in accordance with the *Local Government Act 2020*.

6.3 Deliberative engagement practices should incorporate the following elements:

6.3.1 Have a clearly defined and communicated level of **influence** on the final decision.

6.3.2 Participants are broadly **representative** of the community impacted by the project.

6.3.3 Accessible, relevant and objective **information** is available to participants.

6.3.4 Participants have time to **deliberate** by exploring a range of information sources and points of view to understand and consider trade-offs, compromises and alternatives.

6.4 Table 3 outlines when and how Council will engage:

Table 3: Project assessment criteria and level of engagement

Criteria	Level of engagement required (based on the IAP2 Spectrum of Public Participation – Appendix 1)
High impact or risk (perceived or real) on City as a whole or a section of the community. Potential for any decision to create controversy or not have wide levels of acceptance within the community, or requires trade-offs or compromises between stakeholders.	<ul style="list-style-type: none"> The level of public participation should be aimed at 'collaborate' to 'empower' for key stakeholders/ communities of interest. Lower levels may be appropriate for other stakeholders/ communities of interest. The level of engagement may vary during the course of the project. <p><i>Deliberative engagement practices to be followed</i></p>

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Criteria	Level of engagement required (based on the IAP2 Spectrum of Public Participation – Appendix 1)
Medium impact or risk (perceived or real) on City as a whole or a section of the community. Potential for any decision to create some controversy or conflict of competing views, or that the decision is likely not to be accepted by some sections of the community.	<ul style="list-style-type: none"> The level of public participation should be aimed at 'involve' for key stakeholders/ communities of interest, although in some circumstances 'collaborate' may be appropriate. Lower levels may be appropriate for other stakeholders/ communities of interest. The level of engagement may vary during the course of the project. <p><i>Deliberative engagement practices are encouraged to be considered when appropriate</i></p>
Low impact or risk (perceived or real) on the City as a whole or a section of the community. It is likely the decision will be widely accepted by the community and seen as having positive outcomes or being required.	<ul style="list-style-type: none"> The level of public participation should be aimed at 'inform', with some minor consultation ('consult') before making the final decision. <p><i>Deliberative engagement practices not required</i></p>

- 6.5 Community engagement may not be possible or feasible prior to making a decision where Council is required to respond quickly to avoid an immediate threat to the health, safety or wellbeing of the community.
- 6.6 All planned community engagement activities will be conducted in accordance with Hume's *Aboriginal and Torres Strait Islander Recognition Policy*, including the following requirements:
- 6.6.1 For significant Council events, Council will invite an Elder of the Wurundjeri Woi Wurrung to conduct a Welcome to Country.
- 6.6.2 Acknowledgement of the Traditional Custodians of the land now known as Hume City will be given at all planned community engagement activities.
- 6.6.3 Seek contact with and maintain working relationships with networks that consider the priorities of Aboriginal and Torres Strait Islander communities so that Council is informed of the needs of local Aboriginal and Torres Strait Islander communities.
- 6.7 Planned community engagement activities relevant to 0-18 year olds will align with the National Principles for Child Safe Organisations, including the principle that children and young people are informed about their rights, participate in decisions affecting them and are taken seriously.
- 6.8 For legislated and high or medium impact projects (as outlined in 6.2 and 6.4), documented community engagement plans should be developed for each project, which outlines the scope of influence, key stakeholders and engagement methods or approaches. In accordance with Council's *Public Transparency Policy*, this plan should be made available to the community when requested, ensuring Council decision making processes are transparent.

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6.9 Prior to adopting a strategy, plan, policy or local law, the final stage of consultation may include the right to make a written submission to Council. Those who make a submission have the right to speak in support of their submission to a meeting of the Council.

6.10 Participants in community engagement activities and the wider Hume City community will be informed of the outcomes of community engagement projects. The way we do this is by communicating when key decisions are made. The ways we share this information may include:

- Direct communication to participants.
- Project summaries on Council's online engagement platform or website.
- Reports and briefings to Council.

7 POLICY IMPLEMENTATION

The policy will be implemented by:

7.1 All staff when assessing the need for community engagement on decisions they are proposing to Council.

7.2 All staff leading community engagement projects will:

- 7.2.1 Apply the community engagement principles, commitments and engagement approach outlined in this policy.
- 7.2.2 Review and evaluate community engagement processes and share best practice with staff across the organisation.

7.3 The Organisational Performance and Engagement Department will lead:

- 7.3.1 The development of, and informing staff of, community engagement guidelines, tools and templates to ensure staff have the tools and support to deliver consistent, best practice community engagement.
- 7.3.2 The provision of staff training and development opportunities, including a staff community of practice.
- 7.3.3 Regular review of the Community Engagement Policy.

8 DEFINITIONS AND ABBREVIATIONS

Accessible: Accessible engagement means anyone who is impacted can participate. Making engagement accessible involves consideration of the following factors:

- The timing of engagement activities.
- Offering different ways for people to participate. This may include online and face to face options.
- Designing engagement activities that make people feel comfortable and engaged.

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- Information that is easily understood and in plain English. This may include Easy English¹, translated materials, appropriate font size and use of colour, the use of images, or audio-visual tools.
- Language spoken and provision of interpreters.
- The location and accessibility of venues. This may include public transport and parking access as well as disability access to the building and facilities.

Community: A flexible term used to define groups of connected people. Council uses it to describe people of Hume City generally, including ratepayers, residents, individuals or groups who live, work, play, study, visit, invest in or pass through the municipality. More specifically, it can refer to everyone affiliated with Hume City, and can include people or groups who extend beyond the municipal boundaries. For the purposes of this policy this term encompasses both individuals and groups.

Community engagement: A planned, two-way process that seeks, considers and acknowledges community input to inform Council decision making processes.

Deliberative Engagement Practices: Deliberative engagement practices are designed to create informed conversations among participants to build a deeper understanding of the complexities, trade-offs, compromises and alternatives when seeking to address complex issues. Hume City Council's approach to deliberative engagement is shaped by the application of four deliberative principles: Influence; Representation; Information; and Deliberation. The *Local Government Act 2020* requires deliberative engagement practices be applied to the development of the Community Vision, Council Plan, Financial Plan and Asset Plan. Further information about Hume's deliberative practices is included in the staff guide to deliberative engagement.

Impact: The impact of a project relates to how the project will affect the community. Impact may be perceived or real. The way we will assess impact will include consideration of the:

- impact on high value attributes, such as lifestyle or physical environment;
- impact on City as a whole or a section of the community;
- level of change proposed;
- financial impact on ratepayers or the organisation;
- impact on vulnerable community members or groups;
- level of community interest;
- potential for controversy or conflict; and
- level of complexity of the issue being considered.

International Association of Public Participation: IAP2 is an international association of members who seek to promote and improve the practice of public participation in relation to individuals, governments, institutions, and other entities that affect the public interest in nations throughout the world.

¹ Easy English is a style of writing that has been developed to provide understandable, concise information for people with low English literacy. People with low English literacy can be described as people with a limited ability to read and write words.

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Public participation: Public participation is used interchangeably with the term community engagement. Community engagement is more commonly used in Australia, whereas public participation is more commonly used overseas.

Stakeholder: For the purposes of this policy the term stakeholder is encompassed within 'community', and may include other levels of government, service providers, businesses or community groups and Council staff.

9 RELATED DOCUMENTS

9.1 Legislative requirements

Council will adhere to all legislation that requires Council to give notice, consult or engage with the community in a specific way, including:

- *Child Wellbeing and Safety Act 2005 (Victorian Child Safe Standards)*
- *Local Government Act 2020*
- *Planning and Environment Act 1987*
- *Privacy and Data Protection Act 2014*
- *Public Health and Wellbeing Act 2008*
- *Victorian Charter of Human Rights and Responsibilities Act 2006*

9.2 Hume policies and procedures

- *Aboriginal and Torres Strait Islander Recognition Policy*
- *Creative Community Strategy (2020-2025)*
- *Gambling Harm Minimisation Policy*
- *Governance Rules*
- *Hume Child Safe Policy*
- *Hume Social Justice Charter*
- *Public Transparency Policy*
- *Information Privacy and Health Records Policy*
- *Media Communications Policy*
- *Social Media Guidelines*
- *Use of Council's Internet, Email and Electronic Communications Policy*

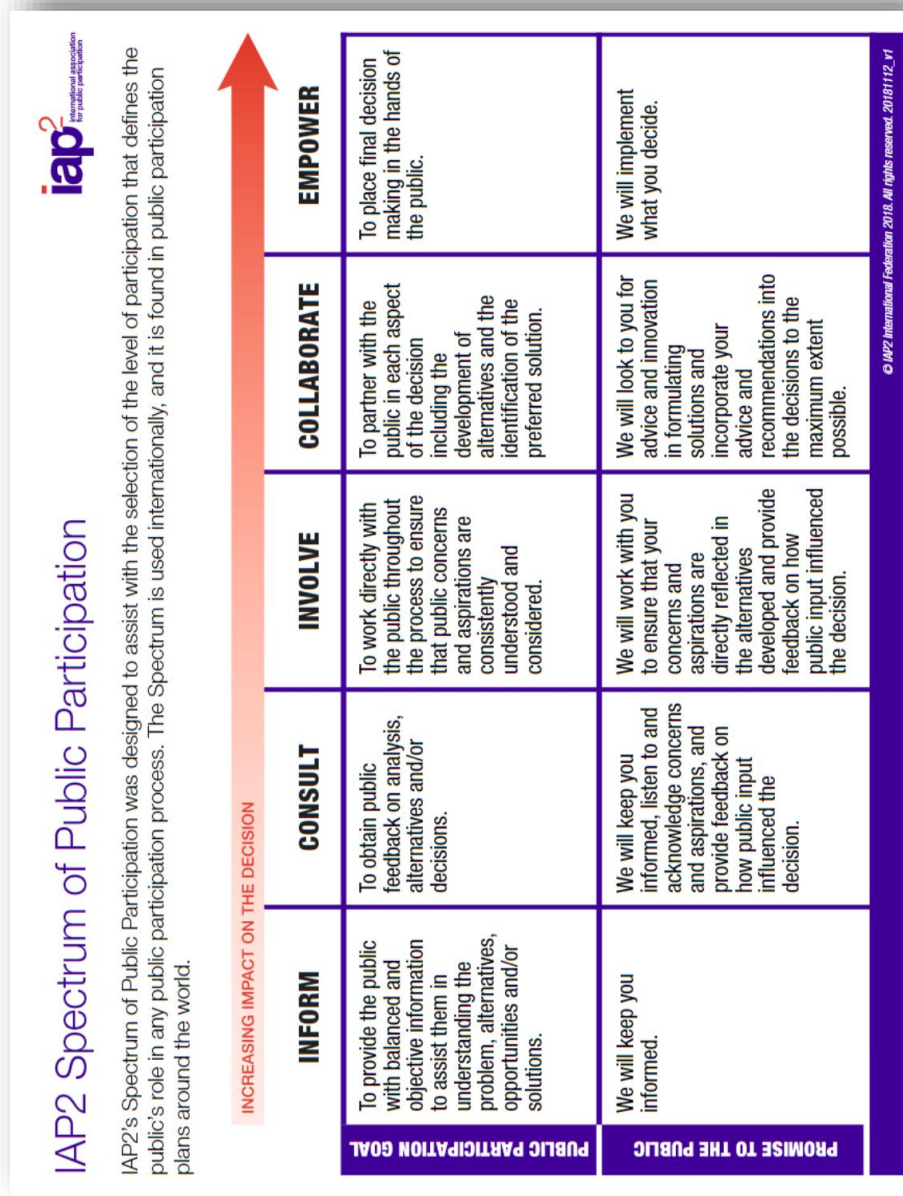
Date Adopted	##/##/####
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Review Date	##/##/####

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Appendix 1 – IAP2 Spectrum of Public Participation



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Hume City Council is developing a new *Community Engagement Policy*, in accordance with the requirements of the *Local Government Act 2020*. During June and July 2020 we asked the Hume community about the way we do community engagement.



We asked

We asked how people want to be engaged, and what we can do to make it easier for the community to participate. We asked about your experience of community consultation, and how we should define community engagement. We asked you what great engagement looks like, and what Council can do to differently or better to improve the way we do community engagement.



Telephone and online survey



Online discussion forums



Online workshops

Over 500 people took part in the consultation process.



You said



The vast majority (83%) of people wanted to be involved in Council's decision making processes, even if it was just being kept informed.

Over two thirds (67%) of people who have participated in a Council engagement activity rated their experience as 'good' or 'very good'.



Almost half (46%) of people wanted to be consulted online at a time that suited them, and almost one in three (30%) wanted to be consulted face-to-face at a scheduled time.





You said

You told us there are five main things that are important to get right when we are engaging; these were present in feedback about both the things that Council is doing well, and as areas for improvement:



Participation

Inclusiveness, multiple ways to participate, accessibility, thinking broadly about who may be interested in participating, and time, were all cited as ways to encourage more and broader participation in consultation activities.



Listen and understand

Listening to what the community says during consultation was raised many times during this consultation process. Related to this is understanding of community perspective, and the issues that matter to the community. This theme is also about recognising the wisdom and firsthand local experience that exists in the community.



Information and communication

Objective, easy to understand and relevant information at different stages of an engagement process were fundamental for informed participation. Using a mix of communications tools to distribute and communicate this information was also essential.



Genuine engagement

Genuine engagement is about honesty, transparency and allowing the community to have a real say in projects – not only in the final stages of drafts or decisions. This was about engaging before outcomes have been decided and being really clear and transparent about the purpose, scope and level of influence the participants can have on a project.



Reporting back

A consistent message was received about the importance of reporting back. This related closely to listening – reporting back shows we are listening to what the community has told us.



We did

We analysed all the consultation feedback, and reviewed the requirements of the *Local Government Act 2020* and the better practice guidelines released by the Victorian Auditor General's Office.

We ran a workshop with staff to analyse the community feedback and to develop some draft engagement principles and commitments that reflected community feedback.

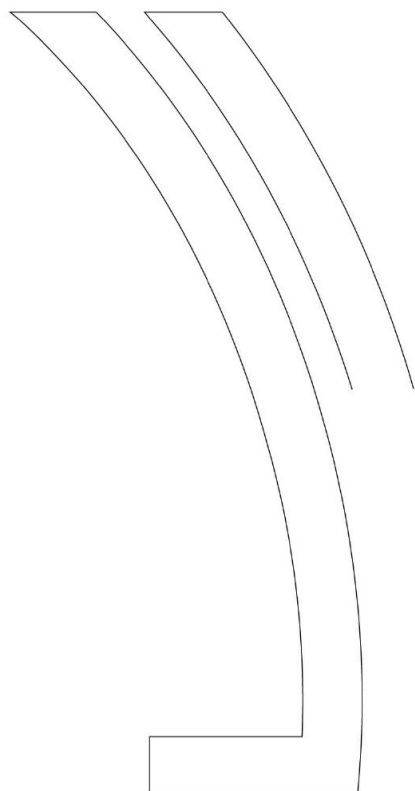
Community and staff feedback was then used to develop the draft Community Engagement Policy. This draft policy is now available for public comment.



To provide feedback on the draft Community Engagement Policy please visit
www.participate.hume.vic.gov.au

Consultation on the Draft Community Engagement Policy is from
Tuesday 22 December to Sunday 17 January 2021.

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HUME CITY COUNCIL **COMMUNITY ENGAGEMENT POLICY**

**Consultation Report
October 2020**

www.hume.vic.gov.au





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Abbreviations

CEF	Community Engagement Framework
HCC	Hume City Council
KEQ	Key Evaluation Question
OPE	Organisational Performance and Engagement department

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Executive Summary

Introduction

Under the new *Local Government 2020* councils are required to adopt a Community Engagement Policy by 1 March 2021. A community consultation process was designed to inform the development of the new Community Engagement Policy and other engagement materials to support staff. This report presents the findings from the community consultation. The consultation purpose was to:

- Inform the community of opportunities to participate in the consultation.
- Seek community input to inform the development of Community Engagement Policy.

The consultation methodology was developed by Hume City Council's Organisational Performance and Engagement department (OPE). Due to the ongoing and changing situation relating to the spread of COVID-19, no face to face activities were included in this consultation. Over 500 people participated in this engagement process. Four engagement tools were used (Table 1). Community consultation ran from Monday 22 June – Friday 31 July. Staff consultation ran from Monday 22 June – Friday 16 October.

Table 1: Summary of engagement tools and participant numbers

	Engagement tool	Approx. # participants
Community consultation tools	Telephone survey	300
	Online survey	94
	Community Participate Hume online page	13
	Community online workshops	5
Staff consultation tools	Staff Participate Hume online page	7
	Staff online workshop	57
	Staff co-design policy development	25
	Approximate total participants	501

Key findings

The information gathered through this consultation process provides clear guidance on the expectations of the community around community engagement.

Major themes

During the consultation five major themes emerged. These were present in feedback about both the things that Council is doing well, and sometimes as areas for improvement.

These themes were evident from community feedback and staff feedback. These themes also align strongly with the five engagement principles outlined in the *Local Government Act 2020* (Section 56). Participants noted that the themes are closely related, and impact on each other, therefore need to be considered as interconnected parts of a holistic approach to engagement.

1. **Listen and understand:** Demonstrating that Council is listening to what the community says during consultations was raised many times during this consultation process. Related to this is understanding of the community perspectives, and the



issues that matter to the community. This theme is also about recognising the wisdom and firsthand local experience that exists within the community.

2. **Participation:** Inclusiveness, multiple ways to participate, accessibility, thinking broadly about who may be interested in participating, and sufficient timeframes for considered input were all cited as ways to encourage participation in consultation activities.
3. **Information and communication:** Objective, easy to understand and relevant information at different stages of an engagement process was raised repeatedly during the consultation. Using a mix of communication tools to distribute and communicate this information was viewed as essential.
4. **Genuine engagement:** Genuine engagement is about honesty, transparency and allowing the community to have a real say in projects – not only in the final stages of drafts or decisions. This was about engaging early, before outcomes have been decided and being clear and transparent about the purpose, scope and level of influence the participants can have on a project.
5. **Reporting back:** A consistent message was received about the importance of reporting back on how community input influenced the decision making process and the final outcomes of the project. This related closely to theme of listen and understand.

How people want to be engaged

Information about the different ways people like to be engaged was gathered through this consultation process, including preferred ways to engage (online or face to face), barriers and incentives, and the preferred level of involvement with Council decision making.

The vast majority of survey respondents (83.4%) indicated a preference to be involved, even if it was just being kept informed about projects and decisions.

Likewise, the majority of survey respondents (67.0%) rated their experience in past Council community consultation and engagement sessions as 'good' or 'very good'. One in ten (11.0%) suggested there was room for improvement, rating their experience as 'poor' or 'very poor'.

Feedback highlighted some commonalities in what motivated people to participate. Personal interest in a project and whether it would impact on a person were frequently cited as reasons people would be encouraged to participate. Also encouraging people to participate was an easily understood, genuine process with access to clear and objective information.

Nominated barriers to participation varied, but around two thirds of survey respondents nominated time as a barrier. Well over half (58.9%) cited location as a barrier.

Feedback demonstrated the importance of using a mix of online and face to face engagement tools and communication.

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**Staff feedback**

Staff highlighted the importance of taking an organisational-wide approach to community engagement, including the provision of tools, resources and training. Staff feedback included the type of information and support materials they would find useful to improve their engagement practices.

Staff feedback also aligned with the five major themes listed above.



Introduction

Under the new *Local Government 2020* Councils are required to adopt a Community Engagement Policy by 1 March 2021. The Council Plan 2017-2021 includes a 2019/20 action to: “Develop and implement a Community Engagement Policy and review Council’s existing guidelines in line with the new Local Government Act.”

Council’s current approach to community engagement is guided by the *Community Engagement Framework and Guidelines* (CEF). The CEF outlines Council’s commitment and approach to community and stakeholder engagement and was adopted by Council in 2011.

It is proposed the existing CEF be replaced by a *Community Engagement Policy* and a set of new/updated guidelines and other supporting materials, training and other activities that support and grow staff capacity, including a community of practice for staff who work in community engagement.

A community consultation process was designed to inform the development of the new *Community Engagement Policy* and other engagement materials to support staff. This report presents the findings from the community consultation activities.

Engagement Purpose and Outcomes

The engagement purpose and outcomes of this project are outlined in Table 2. Evaluation of this engagement process in line with the purpose and outcomes will be completed after the final policy is adopted in 2021.

Table 2: Engagement Purpose and Outcomes

Engagement Purpose	Outcome
1. Inform the community of opportunities to participate in the consultation	1.1 A broad range of community and stakeholders are informed about the project and opportunities to engage.
2. Seek community input to inform the development of Community Engagement Policy	2.1 The Community Engagement Policy is improved through the consideration of a range of views and opinions. 2.2 Participants feel well informed and valued, influencing the likelihood they will participate in Council decision making processes in the future.

Methodology

The consultation methodology was developed by Hume City Council’s Organisational Performance and Engagement department (OPE). Due to the ongoing and changing situation relating to the spread of COVID-19, no face to face activities were included in this consultation. Table 3 lists the engagement tools and approximate number of participants. Over 500 people contributed to this engagement process.

Community consultation ran from Monday 22 June – Friday 31 July. Staff consultation ran from Friday 26 June – Thursday 3 September.

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Table 3: Summary of engagement tools and participant numbers

	Engagement tool	Approx. # participants
Community consultation tools	Telephone survey	300
	Online survey	94
	Community Participate Hume online page	13*
	Community online workshops	5
Staff consultation tools	Staff Participate Hume online page	7*
	Staff online workshop	57
	Staff co-design policy development	25
	Approximate total participants	501

* This is the number of engaged participants, which means those who contributed to an online tool. Far higher numbers were aware of and visited at least one page of the site, see Table 9 and Table 11.

Further detail on the methodology can be found in the Appendix.

Communication activities

The project was promoted online using Facebook. This reached 21,297 people, with 1,306 engagements. Staff were also encouraged to share information about the opportunities to participate with their networks.

Limitations

This project was designed and delivered during a time of uncertainty due to the COVID-19 pandemic. Due to physical distancing recommendations all consultation activities were adapted to avoid face to face activities.

Promotion of this project was challenging as Council was prioritising many urgent messages about immediate health and safety concerns and changes to service provision and delivery during the early stages of the COVID-19 pandemic.

Report structure and dissemination

This report presents the findings of the external and internal consultation. These findings will be examined by the Organisational Performance and Engagement Department to inform the development of the community engagement policy, guidelines and other supporting materials.

Direct quotes are presented in this report as follows:

This is an example of a direct quote from a participant.

These comments have not been edited. If a quote has been taken from a longer comment this is indicated by '...' showing where the comment continues.



Consultation Findings

This section presents the consultation findings from each engagement tool.

Section 1: Community Engagement Survey

The Community Engagement Survey was conducted via a representative, stratified randomly selected telephone interview of Hume City residents. In addition to the random selection, participants could also self-select (opt-in) to participate in the survey via an online survey. The online survey was promoted by Council's online engagement platform, participate.hume.vic.gov.au, and via Council's Facebook pages.

A total of 394 surveys were completed¹: two thirds (76.1%) via telephone interviews and one third (23.9%) via the online survey.

Table 4: Survey response by survey mode

Survey mode	Count	Percent
Telephone	300	76.1%
Online	94	23.9%
Total respondents	394	100.0%

The demographic analysis of the survey responses is available in the Appendix.

Participation in past community consultation

Respondents were asked a series of questions about their previous participation in consultation activities with Hume City Council.

Have you ever participated in a community consultation activity with Hume City Council?

Overall, one quarter of respondents (25.4%) had previously participated in a community consultation activity with Hume City Council.

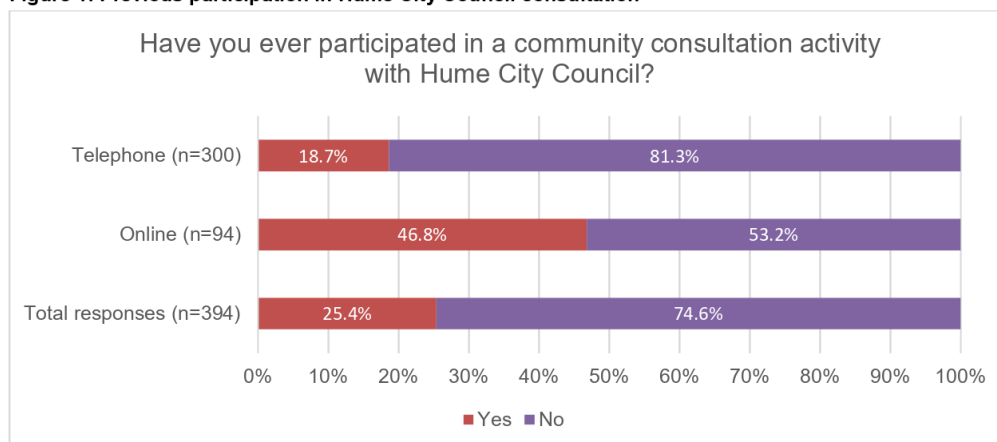
Survey participants who had been randomly selected (via telephone interviews), were much less likely to indicate they had participated in a Council consultation activity, compared to their counterparts who opted-in to the survey online (18.7% compared to 46.8%).

Figure 1 on the following page provides further detail.

¹ For a population size of 241,000 (Hume's population as of June 2020), a sample size of 384 participants is required to ensure statistically valid response with a 95% confidence level, and a confidence interval of 5.



Figure 1: Previous participation in Hume City Council consultation



How would you rate your experience participating in a Hume City Council community consultation?

Of those who had previously participated in community consultation with Hume City Council, over two thirds of respondents (67.0%) rated their experience as 'good' or 'very good'. Around one in ten (11%) found the experience to be 'poor' or 'very poor'.

Figure 2: Rating of participation in Hume City Council community consultation



Respondents were invited to explain their rating.

Themes in positive comments included that respondents felt listened to and that action was taken based on their feedback; an overall positive experience; staff were professional and friendly; and it was easy to participate.

Things I put forward were taken into consideration and written down as with others and everyone present were able to give their opinions which were also noted. The staff were very friendly and informative also.

Was good as there was action made of the concerns that were made.



Themes in negative comments included uncertainty whether participation influenced the outcome; a sense that consultation was not genuine, and the outcomes had already been decided; and a lack of feedback after the consultation.

At the time the consultation was informative but it was average because they didn't listen enough to the community.

I have participated in many surveys, workshops, meetings and public consultations and believe that on many occasions my and others presence was merely a 'red tape' requirement before approving the very thing I/we were either questioning or opposing.

Involvement with community consultation and Council decision making

Respondents were asked a series of questions about their preferences for involvement with Council decision making and how they prefer to participate in community consultation.

Involving the community in consultation and Council decision making

Respondents were presented with six different ways the community can get involved with Council decision making and provide their feedback. These options were aligned to the IAP2 Public Participation Spectrum (see Table 5 and Appendix).

Table 5: IAP2 level and corresponding community roles

IAP2 level	Inform	Consult	Involve	Collaborate	Empower
Community role	Listener	Contributor	Participant	Partner	Leader

While 16.6% of respondents indicated they weren't interested in being involved in Council decision making processes, the vast majority (83.4%) indicated a preference to be involved, even if it was just being kept informed.

Almost half of those surveyed (48.0%) indicated that most of the time, they were happy to be a 'Listener (Inform)' – hearing and easily accessing information about key projects, but generally not providing feedback.

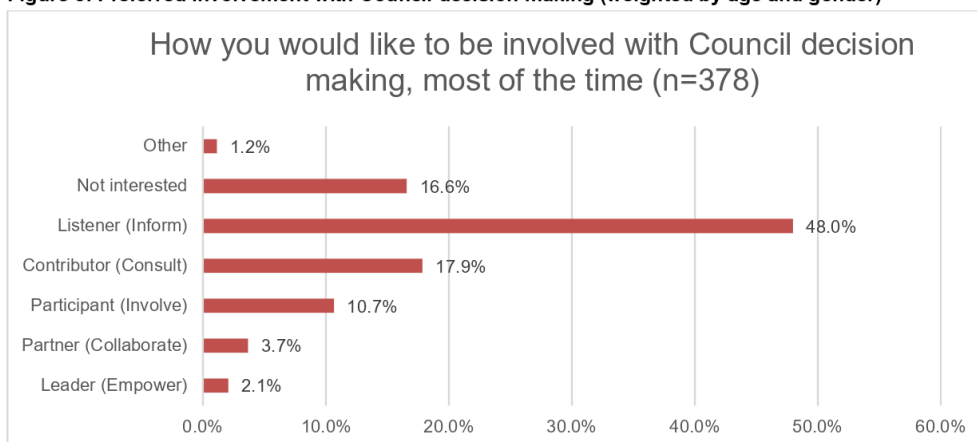
For those who did want to get involved in some capacity, 17.9% wanted to be a 'Contributor (Consult)' – providing feedback on draft options, and a further 10.7% wanted to be a 'Participant (Involve)' – sharing their concerns and aspirations before draft options have been developed.

Only a small minority of respondents indicated they would like to be on the higher end of the IAP2 Public Participation Spectrum (where 'deliberative engagement' is normally focused), with 3.7% suggesting they wanted to be a 'Partner (Collaborate)' and 2.1% wanting to be a 'Leader (Empower)' – being involved in making the final recommendations for Council adoption.

It's worth noting that some respondents selected 'other' and that most of these comments related to wanting to choose the level of participation based on their level of interest in the project or issue.



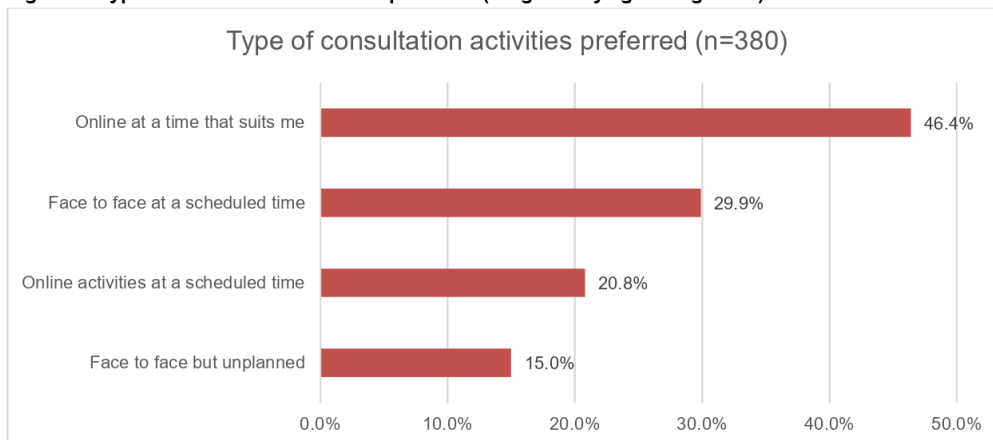
Figure 3: Preferred involvement with Council decision making (weighted by age and gender)



Preferred types of consultation activities

Respondents were asked to nominate the type of consultation activities they preferred to participate in, to better understand preferences for online, face to face, scheduled and unscheduled participation. Respondents could select more than one option. Figure 4 shows a strong preference for 'online at a time that suits me', nominated by almost half of respondents (46.4%). Around one third (29.9%) preferred 'face to face at a scheduled time'

Figure 4: Type of consultation activities preferred (weighted by age and gender)



Respondents were invited to nominate other ways they would prefer to engage. With 66 respondents commenting, more than half of those said they did not want to engage at all. Around one third requested phone conversations or surveys and some suggested by mail.

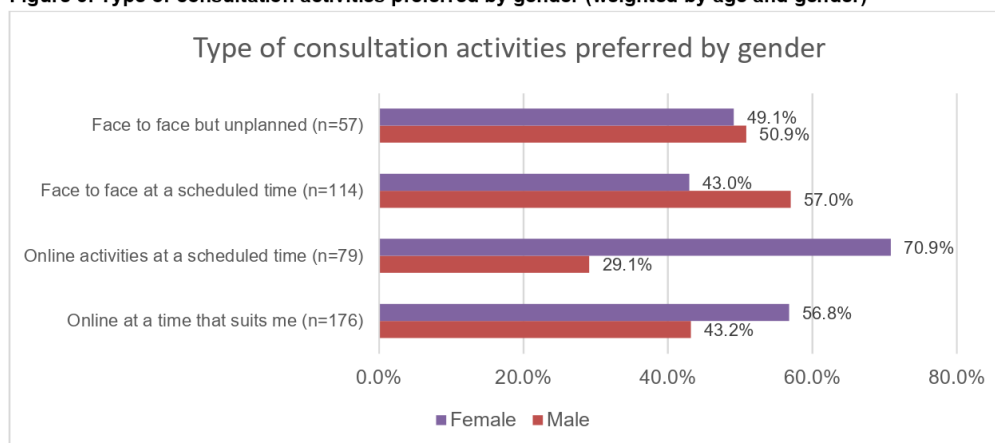
All survey questions were analysed against demographic variables to explore any differences. In the case of types of consultation activities preferred, there were some differences in types of activities preferred by gender and by age.



The largest gender difference was apparent between the 79 respondents who preferred online activities at a scheduled time; well over two thirds (70.9%) who preferred this option were female. This may be related the carers burden, which is largely carried by women. An online session can enable participation with less impact on other home-based duties or commitments, by removing travel time or need to find childcare or other support to attend a face to face session.

Of the 114 respondents who preferred 'face to face at a scheduled time', a higher proportion of respondents were male (57%) compared with female (43%). Over half of the 176 respondents who preferred 'online at a time that suits me' were female (56.8%). This option was preferred by 43.2% of male respondents.

Figure 5: Type of consultation activities preferred by gender (weighted by age and gender)



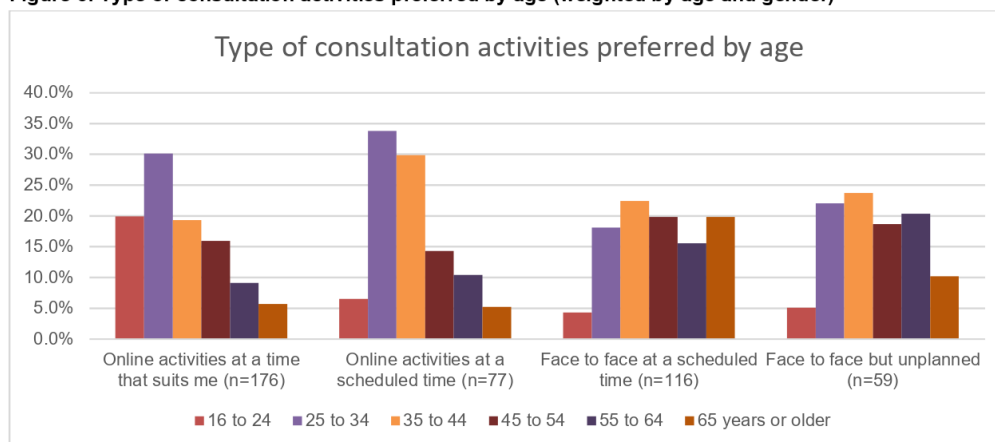
Some differences in preference were also evident by age. Of the 176 respondents who preferred online activities at a time that suited them, almost half were aged under 34 years. Preference for this activity type decreased with older age groups, with only 5.7% of those who preferred this type of activity being aged 65 years or older.

Of the 77 respondents who preferred online activities at a scheduled time, almost two thirds (63.6%) were aged between 25 and 44.

For face to face activities, there was a relatively even spread of ages amongst those that preferred these methods. The exception to this being those aged under 24 who showed the least preference for face to face activities, both scheduled (4.3% of the 116 respondents) and unplanned (5.1% of the 59 respondents). Unplanned face to face was also a less popular option for those aged 65 years and older (10.2%)



Figure 6: Type of consultation activities preferred by age (weighted by age and gender)



What would encourage you to participate?

Respondents were asked to nominate what would encourage them to participate in community consultation. They were able to nominate more than one response.

Consistent with the *Local Government Act 2020*'s engagement principle that "participants in community engagement must be representative of the persons and groups affected by the matter"², the majority of respondents indicated that a key driver for participation was that the consultation was on a decision that was likely to impact on them (87.3%) or that was a topic they have an interest in (85.9%).

Having access to clear and objective information to help understand the issues being explored was rated as the third highest contributing factor at 84.4%, followed closely by having an engagement process which was quick and easy to participate in (83.5%).

The least nominated option was to receive an incentive or prize, selected by just over one quarter (29.2%) of respondents.

² Victorian *Local Government Act 2020*, Section 56 (c)



Table 6: What might encourage you to participate in community consultation? (weighted by gender and age)

Would encourage to participate	Count	Percent
The topic is on proposed decision that is likely to impact on me or my household	306	87.3%
It's on a topic I have an interest in	305	85.9%
I have access to clear and objective information which helps me understand the issue	297	84.4%
Participating is quick and easy	284	83.5%
It is clear how consultation feedback will be used in making the decision	281	81.5%
I want to contribute to decisions being made about my community or the services I receive	255	72.9%
I might get a chance to receive an incentive or prize	92	29.2%
Other	28	9.4%
Total respondents	380*	

* Respondents could select more than one response therefore totals add to greater than 100%.

29 respondents gave additional suggestions for what might encourage them to participate in community consultation. Ten reiterated the importance of it being an issue of importance or interest to them. Five suggested offering a range of ways to participate would encourage their participation. Five suggested either if they had more time, or if the process allowed longer timeframes for feedback. Four people raised that it should be clear what the process of consultation is. Other suggestions included providing refreshments and that feedback be acknowledged.

Clear information and various options and various options on how to respond.

Bigger timeframe and notice to provide feedback.

What barriers might prevent you from participating?

Respondents were asked to nominate from a list of barriers those that might prevent them from participating in community consultation. The two most commonly cited barriers, by around two thirds of respondents were about time: 'activities aren't held at a time that suits me' (64.2%) and 'I don't have time to participate' (62.1%). Well over half of respondents (58.9%) saw location of engagement activities as a barrier.

Barriers relating to lack of interest (57.9%) and knowledge about the issue or topic (56.1%) were raised by over half of participants. Over half of participants also felt a barrier to participation was the expectation that their feedback would not be listened to (55.3%).

It's also worthy to note, that while online consultations was seen as one of the preferred options to participate in Council engagement (see Figure 4), one in five respondents (20.8%) have highlighted that internet access is a key barrier to participation.



Table 7: What barriers might prevent you from participating in community consultation? (weighted by gender and age)

Barriers to participation	Count*	Percent
Activities aren't held at a time that suits me	244	64.2%
I don't have time to participate	236	62.1%
Activities aren't held at a location that suits me	224	58.9%
Not interested in the topic of the consultation	220	57.9%
I don't know enough about the issue or topic	213	56.1%
I don't believe my feedback will be listened to	210	55.3%
The project doesn't affect my household or local area	184	48.4%
Family or caring responsibilities make it hard for me to participate	153	40.3%
I don't feel comfortable attending a group activity	105	27.6%
I've participated in community engagement before and I didn't have a good experience	102	26.8%
I don't have internet access	79	20.8%
Language or cultural barriers make it hard for me to participate	25	6.6%
Other	50	13.2%
Total respondents	380	

* Respondents could select more than one response therefore totals add to greater than 100%.

49 respondents nominated other potential barriers. 16 people cited poor health or old age – this may be related to the increased risks of COVID-19 for older people and those with existing health conditions that was a significant issue at the time of the consultation. Another ten specifically mentioned COVID-19 as a barrier. Other barriers mentioned included time, lack of trust in the process, cost, transport and previous experiences.

Community expectations for consultation

Two open questions were asked seeking feedback about what Council needs to do well when consulting, and how Council can improve the way it consults with the community. The same code frame was used to analyse both questions.

Almost all survey respondents (378) made comments about what Council needs to do well when consulting with the community. In comparison, only about one third of respondents (130) provided suggestions for how Council could improve the way it consults with the community.

Five broad themes emerged from these responses. It was apparent from the comments that these themes are important across all stages of an engagement project, from design and planning, when you are doing your engagement, right through to evaluating and completing your project. Also apparent was the fact that these themes are inter-related and influence each other when they are done well, and vice versa.

The emphasis on what was important differed by question, as demonstrated in Table 8. This table lists the key themes, and each theme is numbered to reflect the number of comments received where '1' was the most frequently mentioned theme.

Table 8: Key themes – Good consultation and what to improve

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Key themes - good consultation & what to improve	What does Council need to do well when consulting with the community? Most frequently mentioned in comments (ranking order)	How can Council improve the way it consults with the community? Most frequently mentioned in comments (ranking order)
Listen and understand	1	4
Information and communication	2	1
Participation	3	2
Genuine engagement	4	3
Reporting back	5	5
Total comments	378	130

Listen and understand was most frequently mentioned as something it was important to do well but was mentioned far less as something that needed to improve.

Information and communication was the second most frequently mentioned thing to do well, but was nominated by the largest number of respondents as the main thing that needed to improve.

Participation was third most mentioned as something to do well, and was the second most frequently mentioned way Council could improve the way it consults with the community.

Genuine engagement was fourth most mentioned theme in what Council needs to do well, and third most mentioned as something to improve.

Reporting back received the least number of comments in response to both questions.

Outlined below is further details of the types of comments received for each of these themes:

Listen and understand

The most frequently occurring theme in the comments was about the importance of Council listening to the community. Many respondents simply requested that Council listen to the community. Often this was connected to acting on what was heard.

Listen to resident's comments and concerns and actually take them seriously and into account when making decisions.

Listen to what we have to say as a community.

Some respondents talked about the importance of understanding issues from the perspective of community, and the importance of Council addressing these issues

Address the issues that really matter to the community.

Understanding of the land owners - just their input. Listen to the community and what they have to say.

Information and communication

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Many respondents talked about the importance of communicating information about projects and issues. Information and communication were the most common themes in comments about how Council can improve the way it consults.

Comments in this theme ranged from telling people what was happening, promotion of current and upcoming projects, providing project updates, providing full information during consultations, through to keeping people informed about what Council was planning.

Get the message out to people who will be affected in the best format to get noticed and with enough information to enable them to understand issues.

Let people know more about what they are planning.

Provide enough information about the decisions and give enough time for people to respond. Act in a timely manner.

There was a strand of comments that touched on content, quality and honesty in information provided to the community. These emphasised the importance of easy to understand information that provided an honest account of the situation with enough context for people to form an opinion, including project costs.

Be more approachable and open to hearing other's opinions and concerns. Be more informative on giving information to help us understand the why's without being condescending.

Help us understand the big picture/what the proposed changes are and the result to give them understanding of how it will affect them.

Tell us all the facts. Just be honest. Don't leave anything out. Tell us the real costs involved.

Give community a chance to study the issue by explaining pros and cons properly. Then members of community can have their opinion and say in it. It should be heard and explained properly if it's rejected.

There were also many comments that recommended using a variety of ways to reach different groups in the community. There were numerous suggestions for the provision of information in different languages.

Need to be able to engage all different areas of the community/include youth/disadvantaged/elderly/non-English speakers/need to be able to provide access to information in variety of languages and formats.

English is hard for me and many of the neighbours to read so if they could send letters in other languages so we can all read about what they are doing.

Make the information easily accessible and simplified so it's easy to understand.

Many respondents suggested a mix of communication tools both as a way to engage well, and as an area in which Council can improve. Suggested methods included: billboards (including digital) and posters; flyers and brochures; leaflets and letterbox drops; phone calls; door knocking; newsletters; email; live streams; social media; online; website; and radio. Respondents felt a mix of methods was needed to help ensure information reached



different groups who have different preferences for how they receive information about Council.

Need to target different parts of the community regarding changes that will affect them/not just on websites but send mail or newsletters as many people don't use internet.

Communicate in a clear, respectful, transparent and direct manner in languages all residents will understand, both written and verbal, being English, languages other than English for CALD communities, Auslan and Braille. Failure to cater for all send a message of not being discriminatory.

Others talked about a general desire to know more about what is happening and being planned. Some suggested more communication that was issue/project specific, rather than general newsletters.

Easy to understand everything that is happening or being planned especially when translating to different languages.

Get more information out to residents about their plans. Where how to find more about it. How it involves them and how to provide input.

Need to consider newsletter only addressing specific issues so the information is clear and concise.

Participation

Many comments addressed the importance of encouraging and facilitating participation. Inclusiveness was an important element of participation for many respondents. Using multiple approaches to inform and involve residents was seen as a way to increase and encourage participation. Other suggestions included finding better ways to involve people from different age groups and backgrounds, such as people who don't speak or read English well.

Include all residents that will be affected in their proposed changes/consider the needs of families and the elderly or youth and how it will impact them or the disabled.

I often see the same people at consultations and I wonder if it just that same few residents that participate. I never see young people.

Providing equal opportunity to everyone in the community to contribute, and supporting disadvantaged population to participate and feel empowered.

Ensuring events are available at different times to accommodate everyone. Eg having a 10am and a 7pm session.

Listen and understand. Ensure ALL people of all languages receive the notification. Ensure all people of all ABILITIES are consulted even if this is time consuming.

Using a range of engagement tools can ensure as many people as possible can participate. Many suggestions were made for different ways to engage to increase accessibility and increase participation. Using online spaces for meetings and providing feedback; face to face meetings and workshops in locations across Hume; surveys (online and paper); online

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tools; speaking at local events; having a presence at shopping centres, community centres and events; or using social media for short quick feedback.

Create a more friendly and welcoming environment to meet in.

Have a wide variety of engagement tools, particularly important for those with limited literacy skills or whose first language may not be English.

Diverse groups. - effectively planned meetings with meaningful discussions. - explore more than one way to consult.

Participation can also be improved by allowing sufficient time for people to respond and participate.

Provide enough information about the decisions and give enough time for people to respond/act in a timely manner.

Come to us and give the opportunity to participate, sometimes the time frame is too short.

Be transparent. Communicate in multiple languages. Give time for people to think. Encourage as much participation as possible.

Genuine engagement

Genuine engagement was a strong theme that ran through many of the comments. Genuine engagement comprised four elements: transparent, open and honest communication; act on feedback; outcomes not already decided; clear purpose and scope.

An expectation of transparent, open and honest communication was described by many respondents.

Open consultation. Planning with holistic view and making sure residents know the whole picture and are given access to full information, the bigger picture.

Be upfront/tell us everything we need to know/no surprises.

Communication in a clear honest manner without the political mumbo jumbo. Honest open discussion.

Communicate clearly without giving any bias. Give reasons why or why not a project is being pursued.

A number of responses highlighted the importance of acting on feedback. For many this was related to carefully listening to the community and using that information when acting.

Take the communities views and actually act on them. Not just taking into account business or bigger entities. Consider the actual impact on residents.

Be positive and informative/honest/listen/act on feed back.

Actually consult not dictate. Act on input received. Communicate honestly.

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A number of respondents expressed concern about engagement being undertaken when there was a sense that the outcome had already been decided.

...A commitment to genuine consultation that is prepared to take on board what community says regardless of if it goes against any council agenda and be prepared to adapt to meet the calls of the community...

Not having ideas totally fixed already before going into the consultation. That things are going to be done as a result of consultation.

Find a way to get people interested so they don't feel it is waste of time that council has already made decisions and they don't have any say.

Ensure consultation is not the tick the box exercise. Two way conversations to occur. Get rid of council arrogance. Actually consult rather than come to us when a decision has really already been made.

Some comments addressed the importance of providing clear explanations of the purpose and scope of a project.

Make them understand what the problem or change or decision is.

Set appropriate expectations listen to all stakeholders.

Clearly define the scope of the consultation, listen to the participants input, involve them in the post consultation process by giving relevant feedback highlight benefits.

Reporting back

The final theme that stood out in the comments was about the importance of reporting back to the community on project outcomes. This related closely to listening to what the community had to say and communicating with transparency and honesty.

Listening to the input from the community/ supply updates of information.

Information is up to date and forthcoming. Take all feedback seriously and publish the outcomes.

Listen to all the differing views. When a decision has been made, showing and explaining how the decision was reached.

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Section 2: Online discussion forum and workshops.

The following section presents the findings from the online discussion forums and workshops. It begins with a discussion of community feedback, followed by staff feedback.

What is engagement (definition)?

A range of tools were used to seek feedback on the definition of community engagement from Hume's current framework:

“Community engagement is a planned two-way process by which specific, identified groups of the community are given the opportunity to provide input that enhances decision-making processes on issues that may impact on their well-being or interests. Community engagement strengthens the trust between community and Council by providing a platform for the community to have their voices heard, their views considered and acknowledged, and they're informed of, and involved in, issues which may impact on their lives.”

Participants liked the concept of a 'two-way process'. Also liked was strengthening trust, voices being heard, views acknowledged and considered and enhancing decision-making.

There was concern about the term 'specific, identified groups', including how these groups were identified, and whether there were unidentified groups who were not seen, and what scope is there to hear from those who haven't been identified.

There was some discussion about how important it is to be clear about the process so people can understand how to participate and how that information will be used.

There was mixed feedback on the use of 'planned' and whether this may imply that it is about Council's agenda and there is not scope to discuss other issues of interest to the community. Some raised the importance of unplanned and informal engagement, others liked the term, or suggested calling it structured. Some suggested the definition should be shorter, and some wanted a greater focus on outcomes.

Community feedback (online consultation page and online workshops)

The community online consultation page was live from Monday 29 June – Friday 31 July. Thirteen community members actively engaged with the community page. Two online workshops were held, with a total of five participants attending. The following section summarises the feedback from these online tools.

What does great community consultation look like?

Some of the important elements of great community consultation included:

- Being clear about the purpose of the consultation, and clearly communicating why a consultation is happening,
- Making sure potential participants are aware of opportunities to participate.

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- The experience of participants, an expectation that participation feels rewarding, there is a sense of collaboration, and participants feel heard.
- Participants should be informed of the outcomes of a project at key stages of the journey.
- One participant felt the online consultation for this project was not a good example of great consultation due to low participation.

Important things for Council to do well when consulting with the community

Workshop participants discussed the five major consultation themes and there was consensus that all five themes were important, and there was overlap between the different elements which made them difficult to separate.

There was some discussion in the online workshops about how Council assesses the impact of projects. Participants suggested a number of considerations, including the cost of project or impact on budget or ratepayers, how many people will benefit from the project, and clarifying the level of impact, e.g. was it personal, local community, Hume-wide, etc. Another suggestion was to put more effort into lower impact projects, which would build support for Council through small successes, as a valuable way to get people on board when tackling harder issues.

There was also discussion about the importance of identifying stakeholders, both at the beginning and throughout the project. This includes ensuring Council reach those who haven't identified themselves and those who become affected during the project.

Also discussed was the importance of engaging at the right stage of the process, which is usually early rather than later. An example was given of engaging only when there is a final draft of a major plan. This was compared with the value of engaging at formative stages of a project. The stage of a project engagement takes place at was considered a strong indicator of the sincerity and how genuine a process is – earlier is better, and this can often save time at the end.

Do you have any other comments or suggestions about Council's approach to community consultation?

Some final comments about Council's approach to community consultation largely focused on communicating with stakeholders. This included concern about whether Council's consultations were reaching people, using a range of ways to reach different groups, and a concern that there are some pockets of the community that are still 'untouched' and feedback is coming only from one part of a suburb or types of groups. They suggested to reach out more broadly to reach these pockets and that more effort should be put into engaging with these pockets.

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Council staff online feedback (who regularly undertaken engagement as part of their roles)

The online staff consultation page was live from Monday 29 June – Thursday 3 September. Seven staff contributed on the staff online discussion forum page, and 57 staff participated in an online workshop, with representatives from every division of Council. The following section summarises the staff feedback from these online tools.

What are the important things for Council to do well when consulting with the community?

Much of the staff feedback addressed the question of what Council needs to do well when consulting with the community. The themes that emerged from the telephone and online survey analysis are used to inform this discussion.

Genuine engagement

Genuine engagement is about consulting when the community can actually influence a project and not having predetermined outcomes. It should not be about seeking endorsement for something that will proceed regardless. Engagement is often best undertaken at earlier stages of a project. This is also about being really clear about what the scope and limitations are, as well as defining the influence the engagement will have on the project. It is important to make sure the level of influence is understood by community and participants. Updates should be provided throughout the process and it should be clear how community participation will influence the decision.

Participation

Consider broadly who stakeholders are, including businesses, language spoken and ability, marginalised groups, and make targeted efforts to include diversity in consultations. Being clear who the stakeholders are in the early stages of the project, and including stakeholders early allows time for groups to determine representation and even have input into the design of the consultation. Stakeholder analysis is not a 'tick the box' exercise but a key component of successful engagement, it needs to be done carefully to ensure potential stakeholders aren't missed.

Overall, there was a view that Council needs to get better at reaching more people. Consulting widely was viewed as being very important. Utilising an appropriate mix of methods to encourage wide participation is needed. Good engagement design can make a difference, engagement activities should be designed to enable specific groups to participate. However, while there are benefits to broad consultation, sometimes you need to target specific groups.

Staff stressed the importance of going to where people are, using existing relationships and community leaders to share information and encourage participation. Also discussed was the option of using bi-lingual and bi-cultural staff to support projects. There were some comments that emphasised the value of informal conversations and more regular interactions with community. Events and festivals were suggested as a great opportunity to



reach people. Further, ongoing consideration is needed to think about ways to engage with current, new and emerging groups. This is especially relevant to longer term projects.

Relationships and links with community leaders can be used to encourage participation. However, it is important to recognise that a single representative may not represent the whole group, and that factors such as positional power (by virtual of being a 'leader'), privilege or well-meaning support may present challenges with bias for some projects or topics.

Informal approaches can also encourage participation, as well as using familiar settings. Consider whether incentives may be needed to encourage participation. There was some concern about how to engage with the CALD community, and the role of translation and technology in this.

Allowing enough time for people to absorb information and respond was also viewed as being important to encourage participation.

Listen and understand

Really listening means recording feedback accurately and understanding the issues the community is raising. Some comments also recognised that the community has great wisdom.

Reporting back

Closing the loop was a way of demonstrating what Council has heard and how this information has influenced the project. This includes explaining why things are done, as well as communicating why things have not been taken on board.

The risk of not demonstrating how Council listens and incorporates feedback was viewed as a key risk in creating a negative impact on the relationship between community and Council.

Informing the community of the ways in which the community engagement process will influence Council decision making will demonstrate action taken and make participants feel valued. Being clear about the influence at the start of a process also gives opportunity to check in with people's experience at the end of an engagement process.

Reporting back includes ensuring the message and tools are appropriate to the audience, considering language and literacy levels, using clear language and avoiding jargon, using multiple methods or platforms to inform the community, and using less traditional approaches such as images, storytelling and bus trips to share the outcomes of engagement.

Accountability was important and ensuring Council takes responsibility for closing the loop on projects. Some felt this could be done better by developing integrated communications and engagement plans, or by incorporating engagement into Council's project planning frameworks.

Some practical suggestions about how to do this included adding community names as an acknowledgement in documents, using quotes with the person's name in documents, and distributing a log of changes that were made in response to engagement feedback.

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Some raised the issue of long timeframes between consultation and results.

Information and communications

Providing clear and accessible information, as well as communicating how people can get involved were considered important. There is an expectation that a mix of communication methods must be used to reach different stakeholder groups.

It is important to reach out to groups in a way that is accessible to them and not just relying on online methods. Information should be targeted. There were mixed comments about the use of social media, some expressed concern at reliance on this to reach people, others saw improvements in the way Council was using this to engage with people. Some saw social media as an opportunity to have informal conversations with their stakeholders.

Staff support

Threaded through conversations with staff were suggestions for ways the organisation can be further supported to deliver good community engagement.

Organisational-wide approach

Many referred to a desire for a coordinated organisational approach to community engagement. This included better ways of sharing knowledge and consultation data, more opportunities for engagement staff to connect with, collaborate and learn from each other, and a desire for a more coordinated approach across Council, including a focus on integrated planning and ways of measuring success. Opportunity was also seen in communicating and promoting engagement projects across the organisation.

Tools, resources, training

Checklists, tools and training were seen as ways to ensure staff can deliver the engagement principles. Other support that staff value include support from the OPE team and sharing suggestions with other staff.

Further staff support for engagement design and planning was seen as an opportunity, such as the provision of tools and training to support staff.

There was some discussion about evaluation, including how to measure successful engagement across the organisation and also understanding the participant experience and whether they felt heard.

Creativity

Using creative engagement approaches was seen as a great opportunity by many participants. This could mean using different tools for different audiences, including potential participants in project co-design, using a mix of locations, and utilising skilled staff (bilingual, bicultural, youth officers) to consult more appropriately.

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Appendix – Methodology

Consultation activities – community

Community consultation ran from Monday 22 June – Friday 31 July. Three engagement tools were used to gather information from participants, outlined below. The online tools were available on Council's new online engagement site, [Participate Hume](#).

Survey

The survey was conducted via a representative, stratified, randomly selected telephone interview of Hume City residents. Three hundred Hume residents completed the telephone survey, conducted on behalf of Council by Lighthouse Data Collection. The telephone survey ran from Monday 22 June – Tuesday 7 July. The telephone survey included three questions for the Hume Horizons 2040 Major Review consultation project. The telephone survey sample was stratified by Ward and Suburb.

Data weighting: Responses in the survey report have been analysed against a range of demographic data, however depending on the dataset, various weightings may be applied to ensure the survey sample remains representative for the broader community in terms of gender and age group. It is noted in the report where weighted data has been used.

94 online surveys were completed. The online survey was the same as the telephone survey, without the Hume Horizons questions. A link to the survey was available on the Participate Hume page and was delivered using Survey Gizmo. The survey was available from Monday 22 June – Friday 31 July.

Entry to a draw to win one of six \$50 Coles Myer vouchers was offered as an incentive for survey completion.

Participate Hume online consultation

378 community members visited the online consultation page. Table 9 shows the level of engagement on the Participate Hume page. Engaged participants contributed to the online discussion forums and/or the quick polls.

Table 9: Participate.Hume community engagement

EHQ engagement ³	Number of participants
Aware	378
Informed	92
Engaged	13

³ Aware visitors: have made a single visit to site or project, has not taken any further action, has visited at least one page.

Informed visitors: have clicked on something

Engaged visitors: contributed to a tool (e.g. forum, poll, etc)

Note: engaged and informed are subsets of aware, meaning every engaged visitor is also informed AND aware.



Online community workshops

Two online community workshops were held using Zoom. Registrations were taken through Eventbrite. The workshops were designed to explore and prioritise information from the telephone survey.

Table 10: Community online workshop attendance

Workshop Date	Number of participants
Wednesday 22 July, 6pm - 8pm	2
Thursday 23 July, 10am - 12pm	3

Consultation activities - staff

Staff consultation ran from Friday 26 June – Thursday 3 September. A Participate.Hume page was setup for staff. Twenty-eight staff visited the online consultation page. Table 11 shows the level of engagement on the Participate Hume staff page. Engaged participants contributed to the online discussion forums.

Table 11: Participate.Hume staff engagement

EHQ engagement	Number of participants
Aware	28
Informed	18
Engaged	7

Staff online workshop

57 staff attended a two-hour online workshop on Thursday 3 September. The workshop was run using Microsoft Teams and Mentimeter. The workshop focused on addressing the specific requirements of the Act by exploring community feedback and expectations from the survey, Participate Hume and community workshops..

Staff co-design policy development

In early October, 25 staff were invited to participate in a co-design development process of an early draft of the policy. These staff had expressed interest in further involvement in the development of engagement materials, or their work would be directly impacted by the policy.



Appendix – Survey Demographic Analysis

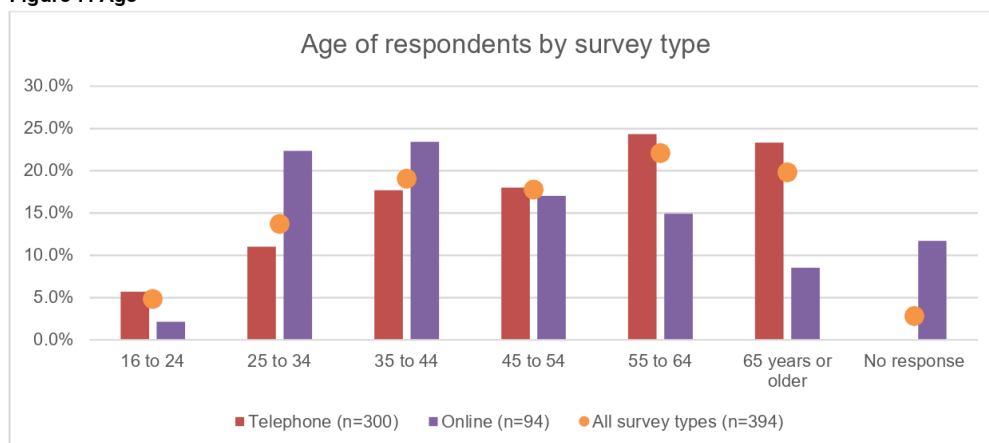
Demographics

Age

The age profile of survey respondents varied by survey type. The online survey was completed by more people in younger age groups; almost half of online survey respondents were aged under 44 years (47.9%). In contrast, almost half the telephone survey responses were completed by those aged over 55 years (47.7%).

Figure 7 shows the age of respondents by survey type. Two fifths of all respondents were aged over 55, 22.1% in the 55 to 64 age range and 19.8% aged 65 years and older. Just under one fifth were aged 35 to 44 (19%), and slightly fewer than one fifth were aged 45 to 54 (17.8%). The smallest group of respondents was those aged 16-24, comprising 4.8% of all respondents.

Figure 7: Age

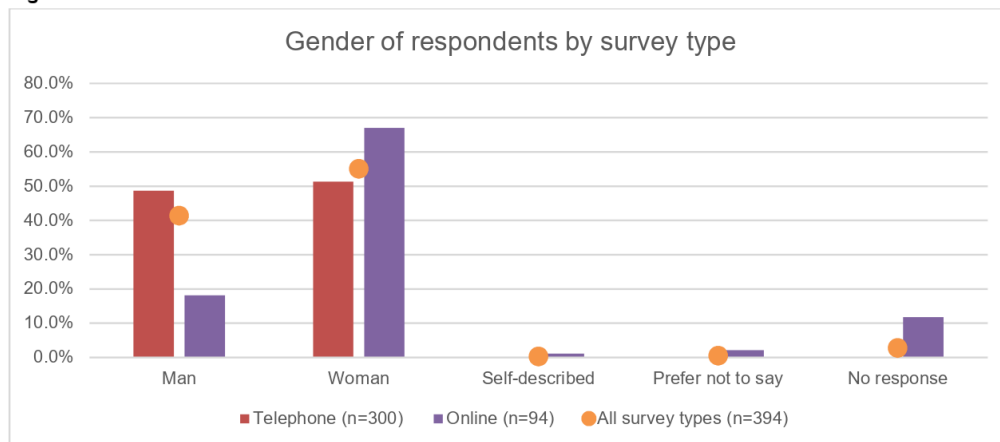


Gender

The gender of telephone survey respondents was fairly evenly split between men (48.7%) and women (51.3%). In contrast, over two thirds of online survey respondents were women (67%).



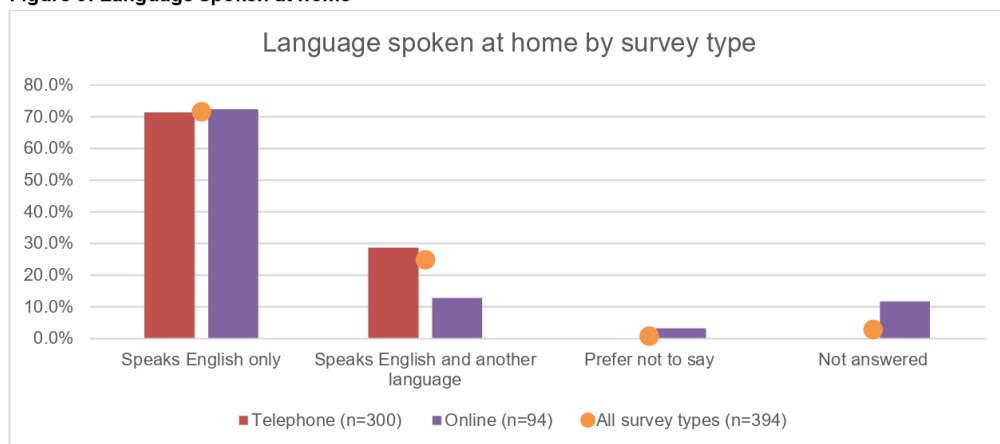
Figure 8: Gender



Language spoken

English and another language were spoken at home by over one quarter (28.7%) of telephone survey respondents, and over one in ten (12.8%) online respondents.

Figure 9: Language spoken at home





Suburb

The largest proportion of surveys across both survey types were from respondents living in Craigieburn (22.8%), followed by Sunbury (17.9%). One third (36.7%) of telephone survey respondents and two thirds (66%) of all online respondents were from these two suburbs. Telephone survey responses came from 23 different suburbs. Online responses came from nine different suburbs.

Figure 10: Suburb

	Telephone		Online		All survey types	
	Count	Percent	Count	Percent	Count	Percent
Attwood	6	2.0%		0.0%	6	1.7%
Broadmeadows	20	6.7%	4	8.5%	24	6.9%
Bulla	7	2.3%		0.0%	7	2.0%
Campbellfield	7	2.3%	1	2.1%	8	2.3%
Clarkefield	1	0.3%		0.0%	1	0.3%
Coolaroo	6	2.0%	1	2.1%	7	2.0%
Craigieburn	62	20.7%	17	36.2%	79	22.8%
Dallas	9	3.0%	1	2.1%	10	2.9%
Diggers Rest	2	0.7%		0.0%	2	0.6%
Fawkner	2	0.7%		0.0%	2	0.6%
Gladstone Park	12	4.0%		0.0%	12	3.5%
Greenvale	21	7.0%		0.0%	21	6.1%
Jacana	6	2.0%		0.0%	6	1.7%
Kalkallo	6	2.0%	3	6.4%	9	2.6%
Meadow Heights	16	5.3%	2	4.3%	18	5.2%
Mickleham	12	4.0%	4	8.5%	16	4.6%
Oaklands Junction	6	2.0%		0.0%	6	1.7%
Roxburgh Park	20	6.7%		0.0%	20	5.8%
Sunbury	48	16.0%	14	29.8%	62	17.9%
Tullamarine	15	5.0%		0.0%	15	4.3%
Westmeadows	9	3.0%		0.0%	9	2.6%
Wildwood	4	1.3%		0.0%	4	1.2%
Yuroke	3	1.0%		0.0%	3	0.9%
Total	300	100.0%	47	100.0%	348	100.0%



Appendix – IAP2 Spectrum of Public Participation

IAP2 level of public participation	Inform	Consult	Involve	Collaborate	Empower
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	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.
Our commitment to you	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 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 look for advice and innovation in formulating solutions and incorporate your advice and recommendation into the decision to the maximum extent possible.	We will implement what you decide.
Community involvement⁴	Listener I want to hear about projects and easily access project information if I'm interested. I don't want to give any feedback.	Contributor I want to give feedback on draft options and decisions.	Participant I want to share my concerns and aspirations before draft options and decisions are made.	Partner I want to be an active partner in understanding the issues and developing options before decisions are made.	Leader I want to be involved in making the final recommendations for Council adoption.
Not interested: I don't want to be involved with Council decision making in any way					

⁴ These levels of community involvement were developed by Hume City Council and have been added to the original IAP2 Spectrum.



Appendix – Telephone Survey

HUME COMMUNITY ENGAGEMENT POLICY SURVEY

Hume Community Engagement Policy Survey

Hello, my name is [INSERT NAME] and I'm calling on behalf of Hume City Council. Council is developing a Community Engagement Policy and wants to hear the community's views about how they undertake community consultation. This means how Council seeks input from the community when making decisions like developing or changing their plans, strategies, policies and service delivery. There are also some questions about Hume's long-term community plan, Hume Horizons 2040.

They have engaged my company Lighthouse Data Collection to conduct a brief study.

Can I please speak to the youngest male in the household aged 18 years or older? IF NO MALES ASK FOR YOUNGEST FEMALE 18 YEARS OR OLDER.

By completing the survey you can choose to go into the draw to receive one of six \$50 Coles Myer vouchers.

The study should take about 10 minutes to complete, and all individual responses will be kept confidential and managed in accordance with the *Information and Data Protection Act 2014*. If you would like to check with Hume City Council before completing this survey please feel free to contact their Customer Service Centre on 9205 2200 during business hours, and we can arrange to call you back.

[Qualifiers]

[SQ01] Are you willing to complete this survey?

..... Yes [1]
..... Yes, request call back (**schedule call-back**) [2]
..... No [TERMINATE] [3]

(Text – read out)

To begin with, I would like to get some background information from you to ensure we have a good cross-section of people from the community.

[SQ02] [AUTOMATIC FROM SAMPLE]

..... [Council Code]

[SQ03] [AUTOMATIC FROM SAMPLE]

..... [Ward Code]

[SQ04] [RECORD SEX (**DO NOT ASK UNLESS UNSURE**)]

..... Male [1]
..... Female [2]
..... [NOT ANSWERED] [88]



HUME COMMUNITY ENGAGEMENT POLICY SURVEY

[Your feedback on Hume Horizons 2040]

(Text – read out) Hume City Council's long term community plan, Hume Horizons 2040, sets out the Hume community's vision for the future. This plan was developed with extensive community engagement.

[HH01] Hume Horizons 2040 outlines five major themes for improving your local community. Once I've read out these themes, please tell me which one you think is most important for Hume's community to focus on? **(READ OUT LIST – select one option only)**

-A well-educated and employed community [1]
- A healthy and safe community [2]
- A culturally vibrant and connected community [3]
-A sustainably built and well-maintained city with an environmentally engaged community [4]
-A well-governed and engaged community [5]
- [NOT ANSWERED] [88]

[HH02] Thinking broadly about the five Hume Horizons themes, what positive changes have you seen in Hume over the last few years? [IF REQUIRED: if asked to clarify what time frame can say 'over the last 8 years or so]

[Record verbatim]
..... [NOT ANSWERED] [88]

[HH03] Again thinking broadly about the five Hume Horizons themes, what challenges have you seen in Hume over the last few years? [IF REQUIRED: if asked to clarify what time frame can say 'over the last 8 years or so]

[Record verbatim]
..... [NOT ANSWERED] [88]

[Your participation in community engagement]

(Text – read out) Strengthening community engagement and participation in local decision making is a key focus of Hume Horizons 2040. The following questions are about your involvement and interest in community engagement activities.

[CE01] Have you ever participated in a community consultation activity with Hume City Council? For example completed a survey, attended a workshop, provided input into the development of a Council strategy, policy or service delivery or provided feedback to Council Officers at community events or other activities?

- Yes [1]
- No [0]



HUME COMMUNITY ENGAGEMENT POLICY SURVEY

[If YES to CE01]

[CE02] How would you rate your experience participating in a Hume City Council community consultation?

..... Very good [5]
..... Good [4]
..... Average [3]
..... Poor [2]
..... Very poor [1]
..... [Can't say] [88]

(Interviewer note: Ask only if answer is code 1 to 5 in previous question)

[CP03] Could you briefly explain why you gave this rating?[Record verbatim]

[CE04] I am going to read out six ways the community can get involved with Council decision making. Please tell me which one best describes how you would like to be involved **most** of the time. (READ OUT LIST)

.....**Not interested:** I don't want to be involved with Council decision making in any way. [1]
.....**Listener:** I want to hear about projects and easily access project information if I'm interested. I don't want to give any feedback. [2]
.....**Contributor:** I want to give feedback on draft options and decisions. [3]
.....**Participant:** I want to share my concerns and aspirations before draft options and decisions are made. [4]
.....**Partner:** I want to be an active partner in understanding the issues and developing options before decisions are made. [5]
.....**Leader:** I want to be involved in making the final recommendations for Council adoption. [6]

[CE05] What type of consultation activities would you generally prefer to participate in? (Select all that apply - READ OUT LIST – Rotating options)

..... Online activities at a time that suits me [1]
..... Online activities at a scheduled time (e.g. live online event or activity) [2]
..... Face to face at a scheduled time (e.g. workshop or drop-in session) [3]
..... Face to face but unplanned (e.g. at an event or public location) [4]
..... [DO NOT READ OUT][Record verbatim]
..... [OTHER][78]

[CE06] In your opinion, what are the important things for Council to do well when consulting with the community?

[Record verbatim] [1]

[CE07] I am going to read out a list of reasons why people participate in community consultation. For each reason, please tell me if this would **encourage you** to participate by answering 'yes' or 'no'. (Randomise order of options A to G)

A. Participating is quick and easy

..... Yes [1]
..... No [2]
.....



HUME COMMUNITY ENGAGEMENT POLICY SURVEY

B. I have access to clear and objective information which helps me understand the issue
..... Yes [1]
..... No [2]
.....

C. It is clear how consultation feedback will be used in making the decision
..... Yes [1]
..... No [2]
.....

D. I want to contribute to decisions being made about my community or the services I receive
..... Yes [1]
..... No [2]
.....

E. It's on a topic I have an interest in
..... Yes [1]
..... No [2]
.....]

F. The topic is on proposed decision that is likely to impact on me or my household
..... Yes [1]
..... No [2]
.....

G. I might get a chance to receive an incentive or prize
..... Yes [1]
..... No [2]
.....

H. Is there anything else that would encourage you to participate in community consultation?
..... Yes [1]
..... No [2]
.....

IF YES [Record verbatim] [OTHER] [78]

[CE08] Now I am going to read out a list of barriers that might prevent people from participating in community consultation. For each barrier, please tell me if this would **prevent you** from participating by answering 'yes' or 'no'. (Randomise order of options A to L)

A. I am not interested in the topic of the consultation
..... Yes [1]
..... No [2]
.....



HUME COMMUNITY ENGAGEMENT POLICY SURVEY

B. The project doesn't affect my household or local area
..... Yes [1]
..... No [2]

C. I don't know enough about the issue or topic
..... Yes [1]
..... No [2]

D. I don't believe my feedback will be listened to
..... Yes [1]
..... No [2]

E. I've participated in community engagement before and I didn't have a good experience
..... Yes [1]
..... No [2]

F. Language or cultural barriers make it hard for me to participate
..... Yes [1]
..... No [2]

G. I don't have time to participate
..... Yes [1]
..... No [2]

H. Family or caring responsibilities make it hard for me to participate
..... Yes [1]
..... No [2]

I. Activities aren't held at a time that suits me
..... Yes [1]
..... No [2]

J. Activities aren't held at a location that suits me
..... Yes [1]
..... No [2]



HUME COMMUNITY ENGAGEMENT POLICY SURVEY

K. I don't feel comfortable attending a group activity
..... Yes [1]
..... No [2]

L. I don't have internet access
..... Yes [1]
..... No [2]

I. Are there any other barriers that might prevent you from participating in community consultation?
..... Yes [1]
..... No [2]

IF YES [Record verbatim] _____
]

[CE09] Do you have any other suggestions for how Council can improve the way it consults with your local community?
..... Yes [1]
..... No [0]
..... [If yes - Record verbatim]

[Demographics]

(Text – read out) We have finished the main questions. To assist Council in analysing the results, we would like to ask a couple of additional questions about you.

[D01] Can you please tell me which of the following age groups you fall into?
..... 16 to 24 [2]
..... 25 to 34 [3]
..... 35 to 44 [4]
..... 45 to 54 [5]
..... 55 to 64 [6]
..... 65 years or older [7]
..... [REFUSED] [98]

[D02] Do you identify as Aboriginal and / or Torres Strait Islander?
..... Yes [1]
..... No [0]
..... [NOT ANSWERED] [88]

[D03] Do you speak a language other than English at home?
..... No, speaks English only [1]
..... Yes, speaks a language other than English [2]
..... [NOT ANSWERED] [88]

[D04] Would you like to go into the draw to receive one of six \$50 Coles Myer vouchers.



HUME COMMUNITY ENGAGEMENT POLICY SURVEY

..... Yes [1]
..... No [0]

[D05] Would you be happy to be contacted for any follow-up consultation on this survey or any other consultations that Council undertakes? Future consultation activities would be completely voluntary. (NOTE: details not to be separated from main survey).

..... Yes [1]
..... No [0]

IF [D04] OR [D05] are YES

Please provide your name and phone number.

[If [D04] OR [D05] yes FIRST NAME] [Record]

[If [D04] OR [D05] yes LAST NAME] [Record]

[If [D04] OR [D05] yes PHONE] [Record]

If [D05 is YES]

[If [D05] is yes POSTAL ADDRESS] [Record]

[If [D05] is yes SUBURB] [Record]

[If [D05] is yes POSTCODE] [Record]

[If [D05] is yes EMAIL] [Record]

(Text – read out)

Thank you. That concludes all the questions we have for you today. On behalf of Hume City Council I would like to thank you for your time.



Hume City Council

1079 Pascoe Vale Road, Broadmeadows
PO Box 119, Dallas, Victoria 3047
Telephone 9205 2200 Facsimile 9309 0109

Customer Service Centres

Open Monday to Friday
8am–5pm

Broadmeadows

1079 Pascoe Vale Road

Craigieburn

75-95 Central Park Avenue

Sunbury

40 Macedon Street

contactus@hume.vic.gov.au
www.hume.vic.gov.au

HumeLink

Hume City Council's
multilingual telephone information service.
General enquiries: Telephone 9205 2200

للمعلومات باللغة العربية	9679 9815
հիշուհի հիշուհի հիշուհի	9679 9809
Za informacije na bosanskom	9679 9816
Za informacije na hrvatskom	9679 9817
Για πληροφορίες στα ελληνικά	9679 9818
Per avere informazioni in italiano	9679 9819
Za informacije na srpskom	9679 9820
Para información en español	9679 9821
Türkçe bilgi için	9679 9822
Muốn biết thông tin tiếng Việt	9679 9823
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