



Ordinary Council Meeting

Tuesday, 25 June 2019 at 3.30pm

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9.4.1 Review of the Shire of Dalwallinu Communication Plan



Communication Plan 2019

Shire of Dalwallinu

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Document Control

Version	Approved By – Name	Title / Resolution	Date
1.0	Council, at their Ordinary Meeting	Resolution #8850	27 June 2017
2.0	Council, at their Ordinary Meeting		

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Purpose of the Communication Plan

To guide internal and external stakeholders (see target audience below) on the style and manner in which the Shire will disseminate information.

What Is Communication

com·mu·ni·ca·tion (*www.google.com.au*)

1. The imparting or exchanging of information or news.
2. A letter or message containing such information or news.

Target Audience

Internal

Councillors – nine (9) elected members of Council: to enable informed decision making.

Staff – all employees, volunteers and contractors: to build a competent and confident team.

External

Dalwallinu Community – people living in the Shire of Dalwallinu; to answer enquiries and disseminate information regarding the Shire, including but not limited to, events, issues, plans, projects and services.

Community Organisations – local community groups, sports clubs, churches etc; to build a positive relationship, offer support for activities and access to Shire facilities.

Local Businesses – established businesses including farming and light industrial businesses throughout the Shire: to answer enquiries and disseminate information regarding the Shire, especially future plans, business promotion opportunities and events.

Local Media – Totally Locally, Kalannie Kapers; to update readers on what is happening in the Shire of Dalwallinu.

Ministers and Politicians – State and Federal politicians and ministers; local State government representatives: to build a positive relationship, so they are aware of the Shire's needs and celebrate the Shire's achievements.

Neighbouring Residents – people living in Moora, Wongan Hills, Coorow, Perenjori, Koorda and Mount Marshall; to answer enquiries and disseminate information regarding the Shire as required.

Service Providers (to the Shire) – to create a supportive business relationship.

Visitors – tourists and people who drive through the Shire; to answer enquiries and disseminate information regarding the Shire, especially regarding events, facilities and opportunities. This includes the attraction of visitors to our Shire.

Record Keeping

It is noted that there is a requirement for all Local Government information to be recorded. This aspect of communication is covered through the Shire of Dalwallinu Record Keeping Plan 2014. This plan is reviewed every five years.

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Communication Channels (Current)				
Medium	Description	Frequency	Internal	External
Community Engagement	As per the Shire of Dalwallinu Community Engagement Plan 2019	As required	X	X
Council Information Bulletin	Update on events, issues, plans, projects and service initiatives, both local and regional	Monthly	X	
Documents and Reports	Significant documents such as; Strategic Community Plan, Annual Report, Annual Budget along with monthly reports to Council	As required	X	X
Email / Mail	As per individual Officer	As required	X	X
Facebook: Dalwallinu Shire	To share information with the community	Regularly, as required		X
Interviews: Shire President and CEO	About upcoming events, issues, plans, projects and service initiatives	Upon request	X	X
Mail outs	Rates information brochure	Annual		X
	As set out by Local Law / legislation	As required		
Media Releases	To share events, issues, plans, projects and services.	As required	X	X
Notice Board/s	Shire Office	As required		X
Public Events	As advertised	As required	X	X
Public Notices	As per statutory requirements	As required	X	X
Shire Bulletin	Shire news/advertising	Weekly	X	X
Shire Information Packs	For new residents	As required		X
Signage	Shire and locality welcome signs, street signs, building signs, informational signs	Where required		X
Signage - Highway	Business signage situated on the highway	Biennially		X
SMS Messaging	Harvest Ban and Fire Weather information	As required		X
Staff Meetings	Held following Council meetings	Monthly	X	
Surveys	To receive input from the Community on various matters	As required		X
Telephone	For receiving and answering queries	As required	X	X

Website	www.dalwallinu.wa.gov.au , information on Shire events, issues, plans, projects and services	As required		X
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Key Messages		
Objective	Target Audience	Key Message
Improved customer satisfaction	Dalwallinu Community, Service Providers, Local Businesses,	<i>“How can Dalwallinu help you?”</i>
Increased awareness of events, issues, plans, projects and services.	Dalwallinu Community, Local Businesses, Neighbouring Residents, Visitors, Local Media	<i>“There’s more to Dalwallinu than you think”</i>
Image and identity creation “positioning”	Dalwallinu Community, Neighbouring Residents, Visitors, Local Media, Ministers and Politicians, Community Organisations, Regional Development Authority & Wheatbelt Development Commission	<i>“Dalwallinu listens, plans and delivers on strategic and community objectives”</i>
Equip Councillors, Staff and Volunteers	Councillors, Staff, Volunteers	<i>“Our Councillors, Volunteers and Staff are Dalwallinu’s ambassadors”</i>

Communication Action Plan				
Item	Action	Deadline	Officer	Contributors
Communication Plan	Bi-Annual Review.	Jun-21	CEO	Councillors SMT
Council Information Bulletin	Continue: no additional action.	Monthly	ESO	SMT Selected Officers
Documents & Reports	Continue: no additional action, noting that we will correspond using clear, concise language that is easily understood.	As required	Various	Various
Email	Maintain/develop an up-to-date email list for; groups (business, community, sporting), media, subscribed individuals, neighbouring Shires.	Ongoing	SPMO/ ESO/CS O	Community
Email newsletter	New: Develop mailing list for individuals who would like to receive Shire news directly	Ongoing	ESO	Community
Facebook	Continue: Share information more regularly	Ongoing	CEO/ES O	Various
Interviews	Continue: Share events, issues, plans, projects and services.	As invited	SP/CEO	Local / state media
Mail outs	Continue: no additional action.	As required	Various	Various
Media Releases	Continue: Share events, issues, plans, projects and services.	As suitable	SP/CEO /SPMO	Various
Notice Board/s	Continue: Shire: monitor for accuracy.	Monthly	CSO	Community Staff
Public Events	New: Maintain an Annual Calendar for planning and promotion.	Ongoing	CEO	Councillors SMT Staff Community
	Update and display (website, notice board, DDC...)	Monthly		
Public Notices	Continue: As per statutory requirements	As required	ESO CEO	Various

Communication Action Plan				
Item	Action	Deadline	Officer	Contributors
Shire Newsletter	Continue: Shire news/advertising	Monthly	ESO	Various
Shire Information Packs	Continue: continually update and review content.	As required	FO	Various
Signage	Continue: Update as funds become available, and as part of relevant projects.	Ongoing	Project Officer	SMT
Signage - Highway	Continue: Update every two years as required	Biennially	SPMO	Various
SMS Messaging	Continue: no additional action.	As required	DCEO	DFES
Staff Meetings	Continue: no additional action. Encourage input from staff	Monthly	CEO	Staff
Surveys	Continue: Solicit community input into proposed events, issues, plans, projects and services, through hard copy and online survey tools.	As required	CEO Project Officer	Executive
Website	Continue: Review site content and accessibility, update site map accordingly.	Ongoing	CEO ESO / DCEO	Community SMT Staff
	Monitor for accuracy, update accordingly.	Ongoing		

Measurement			
Method	Target	Deadline	Officer
Bi-Ennial Review	Monitor that deadlines have been met and update Plan to go forward.	Jun-19	CEO
Community Survey	Monitor Community attitudes and satisfaction on a broad range of issues to assist Council in planning for future development and activities, including customer service and communication activities.	Dec 20	DCEO

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Style Guide

Corporate Branding

All means by which people can come into contact with the Shire of Dalwallinu need to be uniform, positive and immediately recognisable. These “touch points” include;

- advertising, including informational flyers / brochures / posters;
- conversations with Councillors, Staff and Volunteers;
- logo, wherever displayed;
- packaging;
- services, especially but not limited to customer service;
- signage;
- stationery and
- email signature.

Logo

Please refer to Page 1 of the Style Guide, page 2 of the Guide provides an explanation of the colour choices.

Colour Breakdowns for our Corporate Palette

Please refer to Page 2 of the Style Guide for the RGB colour breakdown.

Stationery and Official Typeface

Please refer to Pages 2 and 3 of the Style Guide. Basically we use 12 point Calibri.

Image Library

- Shire Logo’s are located at T:\Community Relations\Logo\SOD Logos.
- Logo’s for other organisations are located, and should be saved, at T:\Community Relations\Logo\Other Logos.
- Photo’s are located, and should be saved, preferably under an existing folder, at T:\Photos.

Addendum – Style Guide

The Style Guide outlines the use of the Shire logo, the acceptable colour palette, brand use, typography and templates.

STAFF ONLY: Available at T:\Strategies & Plans (Endorsed)\Communication Plan 2017.

Addendum – Customer Service Charter

The Customer Service Charter provides staff with clear standards to aim for.

STAFF ONLY: Available at T:\Strategies & Plans (Endorsed)\Communication Plan 2017.

Addendum - Examples

- Email Signature
- Letter Layout
- Media Release
- Memo
- Works Request Form (PDF)

9.4.2 Review of the Shire of Dalwallinu Community Engagement Plan



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Introduction

This Community Engagement Plan is being developed as identified in the Shire of Dalwallinu Strategic Community Plan 2017 – 2027.

Community is made up of the people who live, work, visit or invest in the Shire of Dalwallinu Local Government Area. Community Engagement is the process through which the Community are informed about and/or invited to contribute to proposals relating to Shire events, issues, plans, projects and services.

Purpose

A Community Engagement Plan will:

- Establish a standard process for community engagement;
- Ensure that the process is implemented by Shire staff and external consultants;
- Ensure that inclusive and efficient consultation is undertaken at all times;
- Ensure that the Community is kept informed of decisions.

A Community Engagement Plan will ensure that:

- Community members are given the opportunity to contribute to processes;
- Council has the opportunity to consider Community input before making decisions.

Following the principles of the *International Association for Public Participation Australasia (IAP2) Public Participation Spectrum* the Plan contains four key strategies:

1. Inform
2. Consult
3. Involve
4. Collaborate

Each strategy has a specific goal, a commitment to the Community and a set of methodologies.

Scope

This Community Engagement Plan relates to many activities undertaken by the Shire with the exception of notifications in relation to statutory notifications. Where legislative requirements exist which address specific information / consultation processes, the legislative requirements take precedence.

Benefits

There are a number of benefits from having a Community Engagement Plan, including:

- Commits the Shire and Council to being open and accountable;
- Assists the Shire and Council to plan services that continue to meet Community needs;
- Enables the Shire and Council to prioritise services and make better use of resources;
- Allows the broadest range of views to be expressed;
- Ensures the maximum amount of information is gathered prior to making decisions;
- Sees the Shire, Council and Community working together to achieve balanced decisions;
- Offers opportunities for the Community to contribute to and influence outcomes which directly affect their lives;
- Ensures an open and familiar process which becomes easier for Community members to participate in.

Please note: *The Community is consulted about a wide variety of issues by a range of people in many ways. The Shire recognises this and so as not to over consult (we hear you – “we have already told you what we want, why are you asking us again?”) we may use existing timely research and findings of other consultations that the Shire or other agencies have recently conducted.*

Community Engagement Strategy 1: Inform

Information dissemination is the primary form of community engagement. In order to be able to actively engage in the Shire's decision making processes, the Community requires information in a variety of ways.

Goal

To provide the Community with appropriate information regarding Shire events, issues, plans, projects and services to ensure that they understand the problems, alternatives, opportunities and / or solutions.

Commitment to the Community

"We will keep you informed, ensuring that information is accessible, relevant and easy to understand"

Methodology: How

By ensuring that up-to-date information is available on the Shire's processes, meeting agendas / minutes, services, projects and on how residents may feed back any issues, concerns and suggestions for service improvements. All information must be in a form that is accessible to all groups in the Community ie. people with disabilities, people with computer literacy difficulties, young people, the aged and, people from diverse cultural backgrounds.

The four main channels of communication for the Shire of Dalwallinu will be;

- **Advertising – Shire Newsletter** – available in the Totally Locally and Kalannie Kapers, subscribed community members and available at the Shire Admin Centre;
- **Email Notification** - to Shire lists, including but not limited to Community Groups, identified Stakeholders and subscribed Community members (through the Shire newsletter);
- **Website** - www.dalwallinu.wa.gov.au, an up-to-date source of information on Shire events, issues, plans, projects and services, including the Shire newsletter;
- **Facebook** – Shire of Dalwallinu, an up-to-date source of information on Shire events, issues, plans, projects and services.

Additional methods could include;

- **Advertising - Newspapers** – where statutory requirements exist, advertisements will be placed in relevant newspapers.
- **Fact Sheets** – for more complex issues, flyers, posters, brochures and reports will be available from Shire facilities, notice boards, the web site or via mail upon request.
- **Media Releases / Interviews** – as major events, issues, plans, projects and service initiatives arise.

For emergency information dissemination only;

- **SMS** - subscribed list.

When

Ongoing, as Shire events, issues, plans, projects and services arise or are scheduled.

Who

Entire Community, noting that Community members need to be aware of the methods used.

Evaluation and Accountability

Through the Shire of Dalwallinu Community Engagement Checklist (page 10). The use of this Checklist (and/or statutory / departmental checklists / templates) will be monitored on an ongoing basis by an allocated member of staff.

Community Engagement Strategy 2: Consult

Consultation takes place when feedback is required in relation to:

- The development of new strategies and plans;
- The review and evaluation of existing strategies and plans;
- The planning and development of new services and infrastructure;
- The review and evaluation of existing services and infrastructure;
- Issues which impact on or are of concern to the Community, including:
 - Broad community issues ie. Community Safety;
 - Specific community issues ie. Seniors and Youth; and
 - Area issues ie. traffic management and land use changes.

Goal

To capture Community input on strategic plans, directions, issues, priorities and projects.

Commitment to the Community

“We will listen to you, consider your ideas and keep you informed about the input received, the consideration of this input and the final decision/s reached”

Methodology: How

Community consultation techniques will vary depending on who is being consulted and the nature / complexity of the issue. Available resources will also determine the type of techniques that can be utilised ie. the timeframe, funds and staff available.

In addition to the information techniques, one of the following consultation techniques could be utilised;

- **Information Stalls:** staffed displays at local Agricultural show and other events. The Community can drop in at their convenience to peruse information and have their questions answered by, and/or provide feedback to Shire staff;
- **Public Meetings / Forums** - at various locations / localities, as appropriate;
- **Surveys / Questionnaires:** a series of relevant questions with the collated replies available for consideration and distribution. These may be conducted via mail, email / web or in person, for example venues could include but are not limited to homes / schools / businesses / community meetings to ensure the inclusion of Community members who may not normally be able to participate in community engagement.

When

The Shire and Council will ensure that the Community is consulted on issues which impact on or are of concern to the Community in a timely manner to allow adequate comment to occur and be analysed in order to inform decision making processes.

Who

All Community members who are identified as being directly impacted will be consulted, with the whole community being informed. Stakeholders will vary according to the issue, but could include residents, ratepayers, businesses, volunteers, those who visit or work in the municipality, other service providers/agencies, community groups, other levels of government, peak bodies, etc. It could also include particular groups within the Community, ie. seniors, families, children, youth, different ethnic groups, business people, people with a disability, etc.

Evaluation and Accountability

Through the Shire of Dalwallinu Community Engagement Checklist (page 10). The use of this Checklist (and/or statutory / departmental checklists / templates) will be monitored on an ongoing basis by an allocated member of staff.

Community Engagement Strategy 3: Involve

Involvement enables the Community to provide ongoing and in-depth input into community planning and into the development of solutions that are best able to meet Community needs. It enables the Community to have substantial input into the development of services.

Goal

To work on an ongoing basis with the Community to ensure that ideas, concerns and aspirations are listened to and understood and that Community knowledge is harnessed for the benefit of all.

Commitment to the Community

“We will work with you on an ongoing basis to ensure that your ideas, concerns and aspirations are considered, we will provide feedback on Shire decisions”

Methodology: How

Community involvement techniques will vary depending on who is being involved and the nature / complexity of the issue. Available resources will also determine the type of techniques that can be utilised ie. the timeframe, funds and staff available.

In addition to the information and consultation techniques one of the following involvement techniques could be utilised;

- **Focus Groups:** open by invitation to specific groups with relevant experience/involvement with the issue/project;
- **Referendum / Community Ballots:** a single question is posed, with the option to vote “YES” or “NO”, with a clear explanation of the outcomes pertaining to each selection;
- **Workshops:** open to the Community with the aim of briefing interested Community members and receiving their feedback.

When

The Shire will ensure that the Community is involved on issues which impact on and / or are of concern to the Community or to any group within the Community in a timely manner to allow adequate involvement to occur and be analysed in order to inform decision making processes.

Who

Community members who are impacted will be invited to be involved. Stakeholders will vary according to the issue, but could include residents, ratepayers, businesses, volunteers, those who visit or work in the area, other service providers/agencies, community groups, other levels of government, peak bodies, etc. It could also include particular groups within the Community, ie. seniors, families, children, youth, different ethnic groups, business people, people with a disability, etc.

Evaluation and Accountability

Through the Shire of Dalwallinu Community Engagement Checklist (page 10). The use of this Checklist (and/or statutory / departmental checklists / templates) will be monitored on an ongoing basis by an allocated member of staff.

Community Engagement Strategy 4: Collaborate

Collaboration enables Council to partner with the Community to ensure that the each aspect of the decision making process is worked on together.

Goal

To work as partners to gain higher quality and more specialist input into the Shire's planning and decision making processes.

Commitment to the Community

"We will partner with you to receive your advice and innovation, we will consider then incorporate your recommendations into the decisions made wherever feasible"

Methodology: How

Community collaboration techniques will vary depending on who is being collaborated with and the nature / complexity of the issue. Available resources will also determine the type of techniques that can be utilised ie. the timeframe, funds and staff available.

In addition to the information, consultation and involvement techniques one of the following collaboration techniques could be utilised;

- **Council Committees:** established by Council and include:
 - Audit Committee

- **Council Advisory Committees:** established by Council and include:
 - Bush Fire Advisory Committee
 - Local Emergency Management Committee
 - Equal Opportunity Consultative Committee

- **Working Groups:** established by the Shire with a particular focus. The composition of a Working Group would be determined by the Shire together with specific terms of reference and reporting mechanisms. The Group would cease to function once their work is completed.

When

The Shire will collaborate with the Community whenever an event, issue, plan, project or service which will impact on the Community arises that is suitable to be collaborated upon in a timely manner.

Who

All community members are encouraged to become involved.

Evaluation and Accountability

Through the Shire of Dalwallinu Community Engagement Checklist (page 10). The use of this Checklist (and/or statutory / departmental checklists / templates) will be monitored on an ongoing basis by an allocated member of staff.

Levels of Engagement

The level of engagement undertaken will relate to the extent of community impact or interest associated with the proposed Shire events, issues, plans, projects and services.

Level 0 – No Engagement: no specific action is required when:

- No impact on the Community or locality is likely; or
- Consultation is precluded under relevant legislation; or
- Consultation has previously occurred.

Level 1 – Inform: this level of engagement will be utilised where:

- Community members are not likely to be detrimentally impacted by the proposed event, issue, plan, project or service; or
- Statutory requirements for notification exist; or
- Consultation has previously occurred and minor modifications to address previous concerns raised are proposed.

This level of engagement will raise awareness about the proposed event, issue, plan, project or service, establish communication links with the Community, encourage active participation and build trust and confidence between the Council, the Shire and the Community.

Level 2 – Consult: this level of engagement will be utilised where:

- Community members are likely to be impacted by the proposed event, issue, plan, project or service; or
- Statutory requirements for consultation exist.

In addition to Level 1 this level of engagement will collect views, opinions and ideas and foster community pride.

Level 3 – Involve: this level of engagement will be utilised where:

- Community members are likely to be majorly / detrimentally impacted by the proposed event, issue, plan, project or service; or
- Statutory requirements for involvement exist.

In addition to Levels 1 and 2 this level of engagement will encourage active participation and foster community support.

Level 4 – Collaborate: this level of engagement will be utilised where:

- There is the opportunity for collaboration.

In addition to Levels 1, 2 and 3 this level of engagement will make the Community partners and foster community ownership.

Acknowledgement of Feedback

General feedback will be summarised as part of the evaluation process.

Where written submissions are called for, the submitter will receive acknowledgement of their submission and advice as to when all submissions will be considered. All submissions received will be summarised and when a decision has been made the submission summary will be made available directly to all submitters and via the previously detailed communication channels to the Community.

Guideline to Proposed Levels of Engagement

CORPORATE SERVICES		
Annual Electors Meeting	2	
Asset Management Planning	2	
Burning Restrictions and Harvest Bans	1	*~
Corporate Business Plan (<i>from Strategic Community Plan</i>)	1	
Council Meetings – Ordinary	1	*
Council Meetings – Committee’s of Council	1	*
Council Meetings – Special Meetings	1	*
Events – to attend	1	
Events – to participate in / with	4	
Firebreak Notification	1	
Grant Opportunities	1	
Local Law Development	1	*
Long Term Financial Planning	1	
Rates - new structure or format	2	*
Shire Newsletter	1	
Shire service provision changes (<i>ie library opening times</i>)	1	
Strategic Community Plan	3	
DEVELOPMENT SERVICES		
Building Applications (<i>engagement is during planning process</i>)	1	*
Development Plans and Structure Plans		*
Food Business Education and Training		*^
Local Planning Scheme Review		*
Planning Application (including demolition of a building)		*^
Planning Application (including demolition) <i>building is on the Municipal Inventory</i>		*#
Planning Application (including demolition) <i>building is on the State Heritage List</i>		*#
Planning Application for a Building Envelope Variation		*
Planning Application for a Setback Variation		*
Planning Application for Development - A uses, not in zoning table		*
Planning Application for Development - D uses		*
Planning Application for Development - P or X uses		*
Scheme Amendment		*
Subdivision Referrals		*
Swimming Pool Inspections - 4 year, statutory		*^
TECHNICAL SERVICES		
Footpath - Construction	1	*^
Forward Infrastructure Management Programs		*
Road – Maintenance / Upgrading		*^
Road Closure – Festivals and Events		*^
Road Closure – Permanent		*
Road Closure – Temporary		*
Street Tree - Removal / Planting		*^

* Consultation Procedures are already set out by Local Law, existing legislation (Local Government Act 1995, Land Administration Act, Town Planning Scheme, Residential Planning Codes, Road Traffic Code, etc).

Includes consultation with a Heritage Advisor or the State Heritage Council

^ Mailed letter to affected resident/s, ratepayer/s, business/es and / or group/s

~ Subscribed emergency list

Community Engagement Plan



Project Name

Purpose:			
Timeline:	Start Date:		Outcomes By:
Stakeholders to be considered. <i>Please highlight those to be targeted during engagement.</i>	Businesses	Residents (all / targeted)	
	Children (<i>School / Playgroup</i>)	Seniors	
	Community Groups	Service Providers	
	Disabled People	Unemployed	
	Environmental	Visitors	
	Families	Volunteers	
	Govt. Bodies	Workers	
	Indigenous	Youth	
	Neighbouring Shires	Other	
Ratepayers (all / targeted)	Other		
Staff to be notified:	CEO / ESO	Councillors	
	Finance & Administration Services	Consultant/s	
	Regulation & Development Services	SPMO	
	Technical Services (Works)	Other	
Community Engagement Plan			
Methods	Responsible	Date Due	Complete / Attached
1.1 Shire Bulletin			
1.2 Email Notification ~			
1.3 Website			
1.4 Facebook			
1.4 Advert - Newspaper			
1.5 Fact Sheet			
1.6 Media Rel./Interview			
2.1 Information Stalls			
2.2 Public Meeting/Forum			
2.3 Survey/Questionnaire			
3.1 Focus Group			
3.2 Referendum/Ballot			
3.3 Workshop			
4.1 Council Committee			
4.2 Working Group			
* Statutory Consultation			
# Heritage Consultation			
^ Mailout (note: timeliness)			
~ Subscribed email list			
Evaluation			
Summary of...	Date Due	Complete / Attached	
Feedback / Results / Outcomes / Recommendations			

Outcomes Shared			
Methods	Responsible	Date Due	Complete / Attached
Shire Bulletin			
Email Notification			
Website			
Facebook			
Other			

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