

Draft Community Engagement Policy
‘Your Say’ Consultation Results
5 Feb – 3 March 2024
Respondents: 24



SNAPSHOT OF FINDINGS:

Community support of the Community Engagement Policy areas:

Area	% of respondents
Support of the Statement of Policy Principles	82%
Support of 'how' Council engages	79%
Support of the Draft Community Engagement Policy	65%

Top 5 ways respondents would like to participate in community engagement activities:

1. Surveys
2. Focus groups
3. Online Platforms
4. Email
5. Community workshops

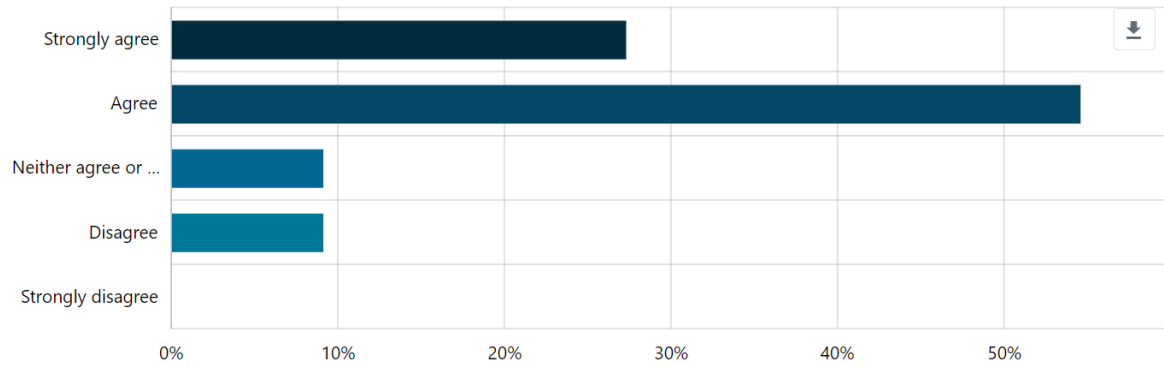
Key themes of the open text feedback:

- Improve **accessibility** of the Policy document
- **Accessible** opportunities to participate in Council community engagement activities
- **Accountability** of Council to adhere to policy
- **Transparency** of remuneration for participating in Council community engagement activities

DETAIL OF FINDINGS:

1

Having read the 'Statement of Policy Principles', how strongly do you agree or disagree with them?

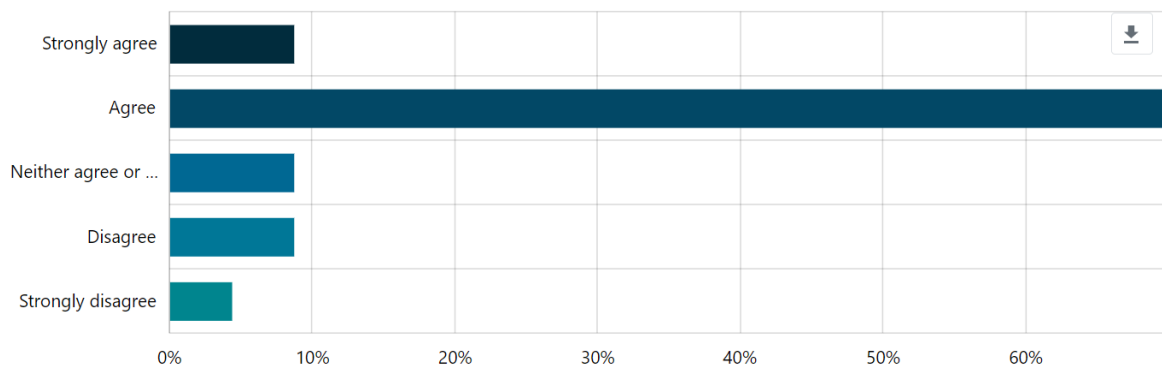


Analysis:

- 82% respondents agree or strongly agree
- 9% respondents neither agree/disagree
- 9% respondents disagree

3

Having read 'How we engage', how strongly do you agree or disagree with Brimbank's process?

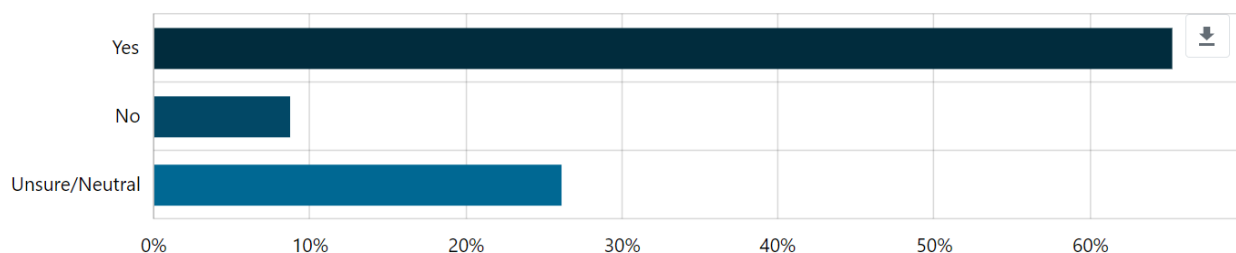


Analysis:

- 79% respondents agree or strongly agree
- 9% respondents neither agree/disagree
- 12% respondents disagree

5

Do you support the draft Community Engagement Policy?



Analysis:

- 65% support
- 26% neutral/unsure
- 9% do not support

How do community want to take part in consultation?

	Engagement Method	Score
1	Surveys and questionnaires	13.22
2	Focus groups (small targeted discussions to delve deeper into specific issues and gather qualitative insights)	10.83
3	Online platforms (social media, community forums or dedicated online platforms like Your Say for discussions, polls and feedback)	9.5
4	Email	9.22
5	Community workshops (interactive workshops where residents can participate in planning or decision-making processes)	8.28
6	Text message surveys	8.06
7	Mobile app (receive updates, provide feedback, and engage in real-time discussions)	7.11
8	Neighbourhood meetings (meetings at the neighbourhood level to address hyper-local concerns and involve residents who may not attend larger events)	6.89
9	Phone call	6.39
10	Community events / Pop-ups (engage residents at local events, festivals, or markets to reach a broader audience and gather informal feedback)	6.22
11	Public forums (traditional town hall meeting where residents can voice their opinions and ask questions)	6.17
12	Town Hall webinars (virtual public forums or webinars to allow participation from the comfort of residents' homes)	6.11
13	Community liaisons (liaisons to represent different demographics (age, gender, culture, etc.) and ensure a range of voices are heard.	5.67

14	Education campaigns (information to educate residents on upcoming decisions, their impact, and ways to get involved)	5.28
15	Collaboration with schools and early learning centres (involve students and their families in community consultations)	4.33
16	Interactive mapping (pinpoint specific areas of concern or interest)	4.28
17	Podcast and web series (communicate updates and encourage participation)	2.67

Analysis:

When asked to rank their preferred method of participating in community consultation respondents highlighted the top 5 methods below:

1. Surveys
2. Focus groups
3. Online Platforms
4. Email
5. Community workshops

Open Text Feedback on the draft Community Engagement Policy on the Your Say consultation page

Key themes across the open text feedback on Your Say:

Your Say consultation open text feedback themes	Council Action
Accessibility of Policy document	Follow up opportunity to develop Easy English version of Community Engagement Policy (and policies in general)
Accessible opportunities to participate in community engagement activities	Provide different methods for community to participate in engagement opportunities reflecting respondents preferred methods of engagement. Incorporate support options into the Community Engagement Toolkit to ensure all members have an equitable opportunity to participate in engagement activities. Supports can include: accessibility devices, transport assistance, interpretation, or support with their caring responsibilities.
Accountability of Council to adhere to policy	Community engagement is a Council priority and legislative requirement. Council commits to transparent reporting, regular evaluations, and active encouragement of feedback from the diverse members of its community. The Community Engagement Framework and Toolkit will support the accountability of Council to adhere to the policy.
Transparency of remuneration for participating in community engagement activities	Suggested remuneration rates will be incorporated into the Community Engagement Toolkit, due for completion in June 2024. When determining the rate and method of payment, consider the: - nature of the work and intensity of the workload - time commitment - degree of accountability, complexity, and responsibility - the person's skills and lived experience

OVERALL SUMMARY

Feedback from the broad community consultation showed strong support of the:

- Draft Community Engagement Policy
- Statement of Policy Principles
- 'how' Council engages

No further updates were made to the Draft Community Engagement Policy from the broad community consultation feedback.

Feedback from the broad community consultation is being used to inform the development of the Community Engagement Toolkit, due for completion in June 2024.

The Toolkit will operationalise the principles of the Draft Policy. It will guide staff and community stakeholders through the necessary tools and strategies required to encourage active participation in civic decision-making processes.

Feedback from the broad community consultation is providing guidance and strategies on:

- supports required by community members to participate in civic decision-making processes (e.g.: accessibility supports, Auslan, translators, transport assistance, childcare, hybrid activities, etc)
- engaging with First Nations people
- engaging lesser heard demographic groups (e.g.: children and young people, seniors, CALD (culturally and linguistically diverse) communities, disability groups)
- remuneration options for community members participating in engagement activities