



Community Engagement **MATRIX**

Gunnedah Shire Council's Community Engagement Framework 2014

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Introduction.

The Community Engagement Matrix has been developed as a planning tool that provides staff with direction on engagement planning and provides guidance on when and how staff should engage with the community to best serve decision making processes.

Implemented as an interdependent resource, the Community Engagement Matrix is a companion resource for Council's Community Engagement Policy and Community Engagement Toolkit.

This document will encourage council staff to take a forward planning approach to community engagement practices and provides a framework for the level of engagement required as dictated by the scope of the project / issue under consideration.

Strategic Link.

Gunnedah Shire Council's Community Engagement Policy and Community Engagement Toolkit.

Implementation.

All managers and officers are required to complete a Community Engagement Matrix prior to embarking on any form of Community Engagement deemed appropriate as per the Community Engagement Policy.

Officers are to:

1. Complete the project naming fields and date on the Matrix Header
2. Make an informed decision regarding the scope of Community Engagement required:
 - a. High Impact Community
 - b. Low Impact Community
 - c. High Impact Stakeholder
 - d. Low Impact Stakeholder
3. Refer to the Matrix Key to if the strategy is:
 - a. Required (Mandatory)
 - b. Optional
 - c. Preferable or to be
 - d. Considered.
4. Using the Community Engagement Toolkit, officers are to identify in the 'Comments' column an appropriate technique for inclusion.
5. Matrix to be completed and sent to their supervisor / manager for comment.
6. Approved Matrix to be sent to Manager Customer Service and Communications for final approval.

High Impact Vs. Low Impact.

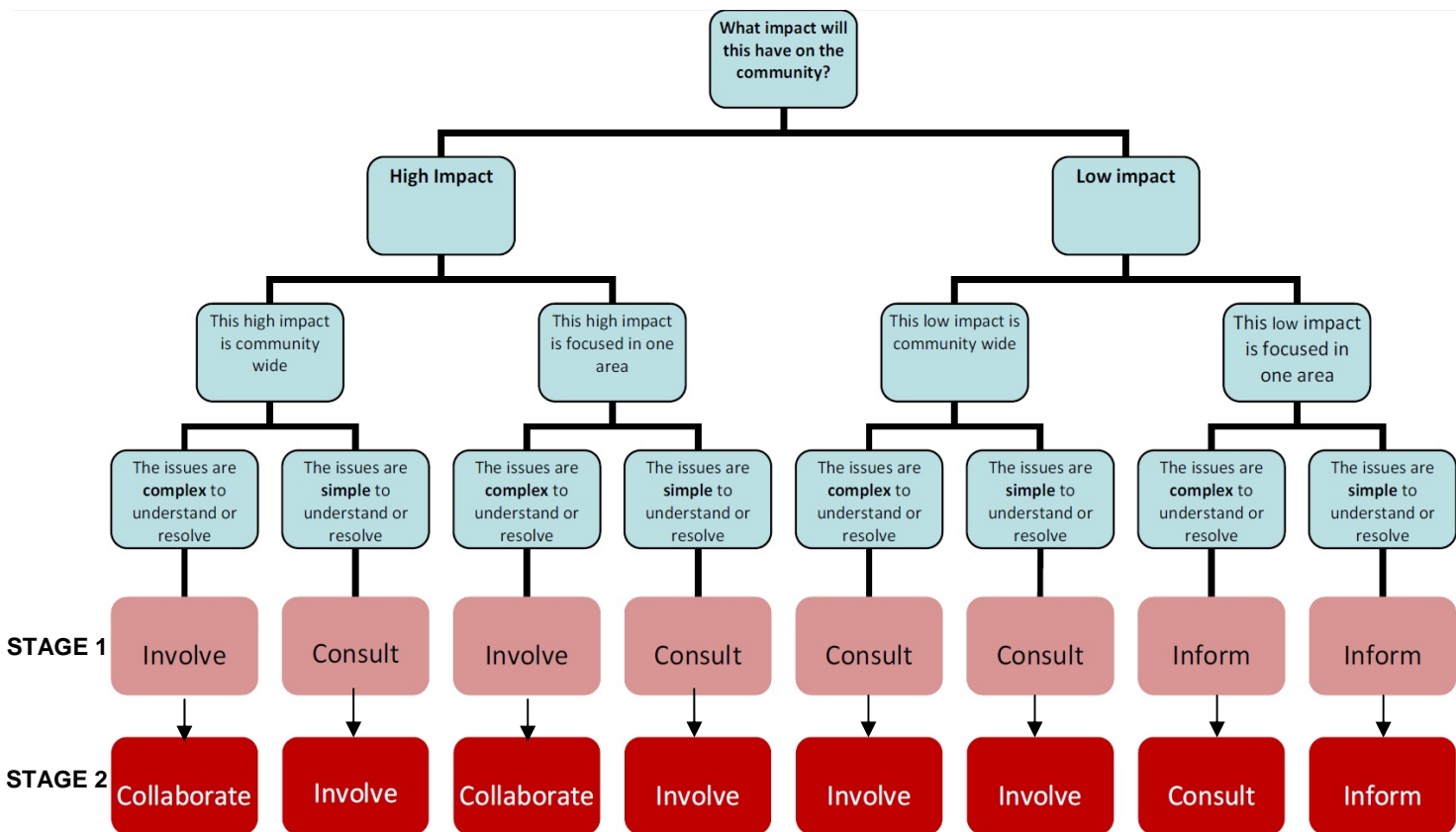


Figure 1.1 Level of Engagement Guide – Fremantle City Council.

Accountability, Roles and Responsibilities.

As per the Community Engagement Policy, all staff are responsible for implementing the policy in their work practices including the completion of the Matrix as required.

The Manager Customer and Community Relations is responsible for ensuring policy implementation, compliance, monitoring, evaluation and review and responsible for providing advice in relation to this policy.

Project Title		Reporting Date:	
Department		Reporting Officer:	
KEY			
Essential	Must be completed	Optional	May be of value depending on budget constraints, timeframes and the scope of the issue
Preferable	Evidence may be required as to why this will not be completed	Consider	Depending on the issue this may be appropriate.
Engagement Strategy		High Impact Community	
INFORM	Information on Councils Web Site	E	
	Issue media release	P	
	Provide information to Council Staff (email, pay slips, intranet and notice board)	P	
	Provide information to Council Community Forum(s)	C	
	Provide information via email lists	O	
	Provide information at Council sites (Library, Community Services, Depot and Admin Centres)	P	
	Offer face to face contact, such as interviews, telephone enquiries, visit sites	E	
	Provide information through a Council forum	C	
	Place a paid advertisement in the local papers if information not picked up in editorial	P	
	Produce and distribute a fact sheet	P	
	Develop displays/ site signs	P	
	Provide information attached to rate notices	O	
	Letterbox drop	C	
	Distribute Direct letter (addressed)	O	
	Provide information on local radio	E	
	Produce a detailed brochure/flyer/pamphlet/poster/erect a banner	C	
	Distribute information through stalls at Council and community events	C	
CONSULT	Feedback & Evaluation Required (See Step 6 of the Community Engagement Model)	E	
	Consult within Council	E	
	Hold a public exhibition, inviting submissions	E	
	Hold some form of public meeting	E	
	Seek feedback from relevant networks and email lists	O	
	Make a presentation to a Council forum and obtain feedback	E	

	Make a presentation to existing networks and obtain feedback	O		
	Use Council's website to obtain feedback	C		
	Offer face to face contact, such as interviews, telephone enquiries, visit sites	P		
	Conduct a focus group/ workshop/ meeting with stakeholders	P		
	Seek feedback from external organisations	P		
	Attend or establish a Committee of Council/Advisory Committee and undertake a consultation process	C		
	Provide a Council suggestion box	C		
	Conduct a survey	C		
	Attend and implement strategies at existing events	P		
	Utilise creative/ arts based strategies, such as art works, theatre, writing	C		
	ACTIVE PARTICIPATION	Feedback & Evaluation Required (See Step 6 of the Community Engagement Model)	E	
		Conduct a focus group/workshop/meeting with stakeholders	E	
Consult within Council		E		
Use Council's website to obtain feedback		P		
Conduct a survey		C		
Establish an Advisory Committee		C		

ADDITIONAL COMMENTS:

REPORTING OFFICER SIGNATURE:

DATE:

Project Title:		Reporting Date:	
Department:		Reporting Officer:	
KEY			
Essential	Must be completed	Optional	May be of value depending on budget constraints, timeframes and the scope of the issue
Preferable	Evidence may be required as to why this will not be completed	Consider	Depending on the issue this may be appropriate.
Engagement Strategy		Low Impact Community	
INFORM	Information on Councils Web Site	E	
	Issue media release	O	
	Provide information to Council Staff (email, pay slips, intranet and notice board)	P	
	Provide information to Council Community Forum(s)	C	
	Provide information via email lists	C	
	Provide information at Council sites (Library, Community Services, Depot and Admin Centres)	P	
	Offer face to face contact, such as interviews, telephone enquiries, visit sites	E	
	Provide information through a Council forum	C	
	Place a paid advertisement in the local papers if information not picked up in editorial	O	
	Produce and distribute a fact sheet	C	
	Develop displays/ site signs	C	
	Provide information attached to rate notices	O	
	Letterbox drop	C	
	Distribute Direct letter (addressed)	C	
	Provide information on local radio	C	
	Produce a detailed brochure/flyer/pamphlet/poster/erect a banner	O	
	Distribute information through stalls at Council and community events	O	
CONSULT	Feedback & Evaluation Required (See Step 6 of the Community Engagement Model)	E	
	Consult within Council	E	
	Hold a public exhibition, inviting submissions	P	
	Hold some form of public meeting	P	

	Seek feedback from relevant networks and email lists	O	
	Make a presentation to a Council forum and obtain feedback	P	
	Make a presentation to existing networks and obtain feedback	C	
	Use Council's website to obtain feedback	C	
	Offer face to face contact, such as interviews, telephone enquiries, visit sites	P	
	Conduct a focus group/ workshop/ meeting with stakeholders	P	
	Seek feedback from external organisations	P	
	Attend or establish a Committee of Council/Advisory Committee and undertake a consultation process	O	
	Provide a Council suggestion box	C	
	Conduct a survey	O	
	Attend and implement strategies at existing events	P	
	Utilise creative/ arts based strategies, such as art works, theatre, writing	C	
ACTIVE PARTICIPATION	Feedback & Evaluation Required (See Step 6 of the Community Engagement Model)	E	
	Conduct a focus group/workshop/meeting with stakeholders	E	
	Consult within Council	E	
	Use Council's website to obtain feedback	P	
	Conduct a survey	O	
	Establish an Advisory Committee	O	

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REPORTING OFFICER SIGNITURE:

DATE:

Project Title:		Reporting Officer:	
Department:		Reporting Officer:	
KEY			
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Preferable	Evidence may be required as to why this will not be completed	Consider	Depending on the issue this may be appropriate.
Engagement Strategy		High Impact Specific Stakeholders	
INFORM	Information on Councils Web Site	E	
	Issue media release	P	
	Provide information to Council Staff (email, pay slips, intranet and notice board)	O	
	Provide information to Council Community Forum(s)	E	
	Provide information via email lists	E	
	Provide information at Council sites (Library, Community Services, Depot and Admin Centres)	P	
	Offer face to face contact, such as interviews, telephone enquiries, visit sites	E	
	Provide information through a Council forum	C	
	Place a paid advertisement in the local papers if information not picked up in editorial	P	
	Produce and distribute a fact sheet	P	
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CONSULT	Feedback & Evaluation Required (See Step 6 of the Community Engagement Model)	E	
	Consult within Council	E	
	Hold a public exhibition, inviting submissions	E	
	Hold some form of public meeting	E	
	Seek feedback from relevant networks and email lists	P	
	Make a presentation to a Council forum and obtain feedback	E	

	Make a presentation to existing networks and obtain feedback	O	
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	Offer face to face contact, such as interviews, telephone enquiries, visit sites	P	
	Conduct a focus group/ workshop/ meeting with stakeholders	E	
	Seek feedback from external organisations	P	
	Attend or establish a Committee of Council/Advisory Committee and undertake a consultation process	C	
	Provide a Council suggestion box	C	
	Conduct a survey	C	
	Attend and implement strategies at existing events	P	
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ACTIVE PARTICIPATION	Feedback & Evaluation Required (See Step 6 of the Community Engagement Model)	E	
	Conduct a focus group/workshop/meeting with stakeholders	E	
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	Engagement Strategy	Low Impact Specific Stakeholders	
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	Issue media release	O	
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