COMMUNICATIONS AND ENGAGEMENT FRAMEWORK
2022–25

City of Port Adelaide Enfield

Participate PAE - Connecting and involving our community

KAURNA Acknowledgement

We acknowledge and pay respect to the Traditional Owners of the land on which we stand, the Kaurna People of the Adelaide Plains. It is upon their ancestral lands that the Port Adelaide Enfield Council meets. It is also the Place of the Kardi, the Emu, whose story travels from the coast inland.
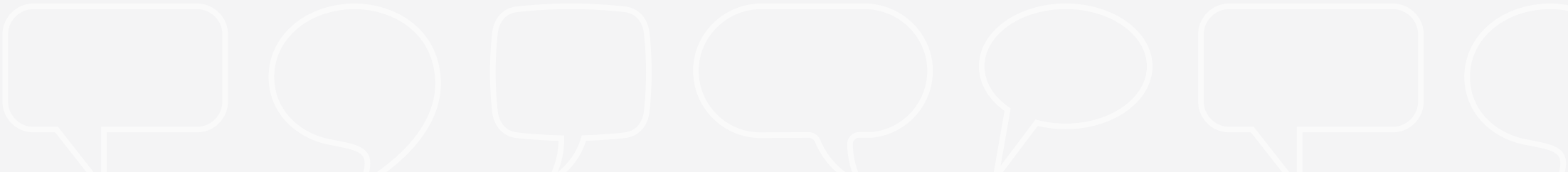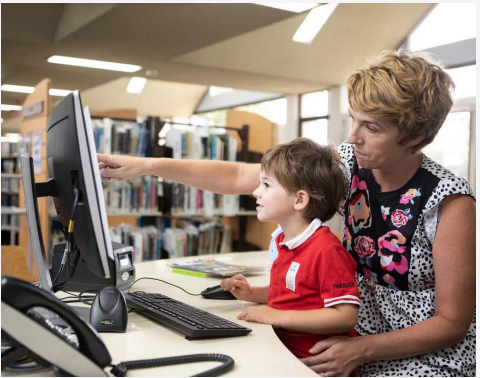
We pay respect to Elders past and present and emerging. We respect their spiritual beliefs and connections to land which are of continuing importance to the living Kaurna people of today.

We further acknowledge the contributions and important role that Aboriginal and Torres Strait Islander people continue to play within our shared community.

Contents

Foreword from the Mayor

At the City of PAE, we know that communications and engagement are crucial to keeping our population of more than 129,000 informed about our services and included in our ongoing planning and decision making.

We developed this Communications and Engagement Framework after undertaking market research with independent consultants and consultation with Council's many stakeholders.

Your feedback has given us a better understanding of who you are, what you need from us, and when.

We know from your feedback that we have a known brand and active presence in the community. We also know that we can build on this platform to achieve an improved level of engagement with our community, which is diverse both geographically and culturally.

You have told us that you want timely, easily understood information about PAE services and planning and that you want to be involved in decision making.

Our Communications and Engagement Framework is our roadmap for the next three years. It will guide these activities and strengthen existing relationships with our community.

It will also enable us to engage with those communities that are hardest to reach and that do not have the opportunities to have their voice heard.

I am proud to present the City of PAE Communications and Engagement framework. Through this framework, we we will continue to listen to you, advocate on your behalf, and engage with you to plan and make decisions.

Claire Boan
Mayor

Introduction

At the City of PAE, we are passionate about delivering effective and meaningful communications and engagement, with the voice of our community central to all we do!

The City of PAE is where you live, work, learn and play, and we want you to be involved and informed about what is going on.

It's important for us to keep you informed and provide you with opportunities to get involved. While we have made some great progress, we recognise that there is an opportunity for us to do more.

That is why we went out to our community to better understand how you experience current communications and engagement and to identify what ways you prefer to engage.

Your feedback was invaluable in shaping our framework.

What is community engagement?

Community engagement is about providing genuine opportunities for our diverse communities to meaningfully contribute to the decisions that affect their wellbeing.

This includes making it easier to find out what happened with engagement activities you have participated in. We call this 'closing the loop'.

Our approach

The type of engagement we undertake will vary by topic, complexity and the level of influence stakeholders may have over outcomes.

Community engagement can include information, consultation and active community participation.

Our engagement work is guided by the International Association for Public Participation (IAP2) Spectrum of Public Participation.

The spectrum sets out the differing participation goals, our promise to community and what this might look like to you. In most cases, we will use a combination of techniques to ensure engagement processes are effective and genuine.

We aim to ensure that residents and stakeholders have access to the information they need to understand the things we do, the decisions we make and the outcomes of the engagement process.

Increasing level of public impact ≫≫≫
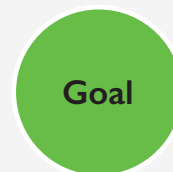
	Inform	Consult	Involve	Collaborate	Empower
Goal	To provide balanced and objective information in a timely manner	To obtain feedback on issues, alternatives and/or decisions	To work directly with stakeholders throughout the process to ensure that we understand and consider their concerns and aspirations	To involve and partner with stakeholders in all aspects of decision making, including considering alternatives and identifying a preferred solution	To place final decision making in the hands of stakeholders
Our Promise	We will keep you informed	We will explore options by listening and acknowledging your feedback	We will work with you to ensure that your concerns and aspirations are directly reflected in the decision that we make	We will look to you for advice and incorporate your advice and recommendations into decisions as much as possible	We will work with community to support/ implement what you decide
Example Tools	> Social media > Websites > Information sessions > Notifications	> Surveys > Pop-up events > Focus groups > Meetings > ePanel	> Workshops > Reference groups > Co-design	> Advisory groups > Neighbourhood workshops > Kids idea pitch	> Deliberative decision making

Source: International Association for Public Participation (IAP2)

How did we engage with you?

To help us develop our framework we undertook an independent review using the following range of engagement activities to ensure we reached a diversity of stakeholders:

Online Survey	Community Outreach and Interviews	Community Conversations	Interviews	Postcards and Social Media

Through these activities we asked our community for their thoughts and ideas, to enable us to:

> Understand what matters to our community

> Better understand how our community wants to receive communications

> Identify opportunities for proactive engagement

> Know how well we are currently informing and engaging with our community

What you told us

"I think the City of PAE do a brilliant job and we feel very lucky to live in this area with such a dedicated council team backing us"

"Engage with the youth of the community"

"Demystify Council processes for the average person and explain why and how decisions are made. Advise which items are for consultation and then make sure you provide updates on the outcomes in multiple ways"

"If something is happening in my local area I want to have a say"

"I am a busy person, so don't always have time to engage with Council, but that doesn't mean I don't care about Council decisions. If something is happening in my local area I want to have a say"

"Hold local neighbourhood meetings rather than formal consultations in the town hall"

"I would like to see focus groups held at Enfield Community Centre or somewhere similar on this side of the City"

"I usually find out about things too late to make having a say worthwhile"

"Surveys to find out what people really want and care about in their neighbourhood, regular workshops and community engagement"

Through our interaction with you, we discovered the following:

60%

Have participated in community engagement activities in the past 12 months

74%

Agree or strongly agree they can easily recognise PAE communications

42%

Say PAE keeps them informed about topics that matter

57%

Agree that PAE offers a range of opportunities to have their say

52%

Feel that their contributions to PAE are heard

54%

Want information from social media, email, flyers and letters

33%

Agree that PAE communicates how their input has affected a Council decision

20%

Have completed an online survey to provide feedback to PAE

The top five ways that the community want to engage with PAE are:

53% PAE WEBSITE

52% PAE NEWSLETTERS

48% SOCIAL MEDIA

47% WORD OF MOUTH

26% LOCAL LIBRARY

Our Purpose & Guiding Principles

Our community has told us that we are doing a lot of things well but that there is also opportunity for improvement.

Taking our community's feedback into account, we have developed our purpose and guiding principles, which underpin our communication and engagement activity.

In this way, we will ensure that we are communicating and engaging on the issues that matter to our community.

Our purpose

We will provide clear, timely and transparent communications. We will engage in meaningful conversations with our community that create opportunities for involvement and that help people understand what we are doing and why.

Our guiding principles

TRANSPARENCY

Community has trust and confidence

CONNECTION

Building meaningful relationships with our community

ACCESSIBILITY & INCLUSIVITY

Giving everyone a voice on issues that matter to them

TRANSPARENCY

Community has trust and confidence

We will deliver our guiding principles through:

Genuine and meaningful engagement

> Proactive engagement — ongoing conversations with our community

> Clear and upfront engagement — ensuring that our community knows why, what, when and how they can be involved

Closing the loop – informing and responding

> Engagement summaries — easily accessed

> Communicating engagement outcomes through stories on social media

> Voice of PAE surveys – to better understand the engagement experience

> Have Your Say — emails to participants at the completion of engagement

Partnering with community

> Community panels (face-to-face/online/ePanel)

> Community reference groups

> Interactive online engagement

> Inclusive decision making, where appropriate

CONNECTION

Building meaningful relationships with our community
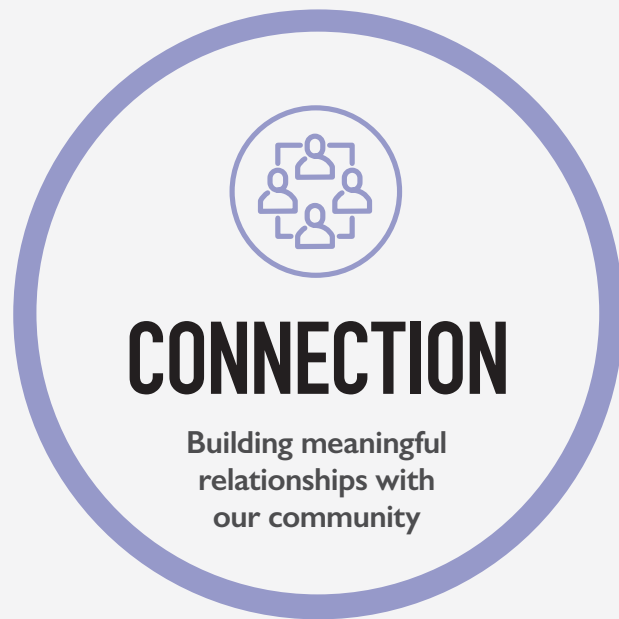
We will deliver our guiding principles through:

Growing our online community

> An improved website that is easy to navigate and use, and that enhances the customer experience

> Online engagement tools to make it easier to participate

> Deepening our relationships with community social media leaders and the media

Innovative and bold communications

> Creation of videos/interviews designed to develop community awareness and understanding of complex issues, challenges and outcomes

> Building community through telling stories that highlight what we do, who we are and what our community has achieved

A brand that resonates with our community and reflects who we are

> Strengthening our brand to better reflect PAE's identity and connection with community

> Review and adaptation of PAE materials, brochures, letters and other communications

> Introduction of a photo and video library management system

> Style guide for consistent approach to PAE branding

ACCESSIBILITY & INCLUSIVITY

Giving everyone a voice on issues that matter to them
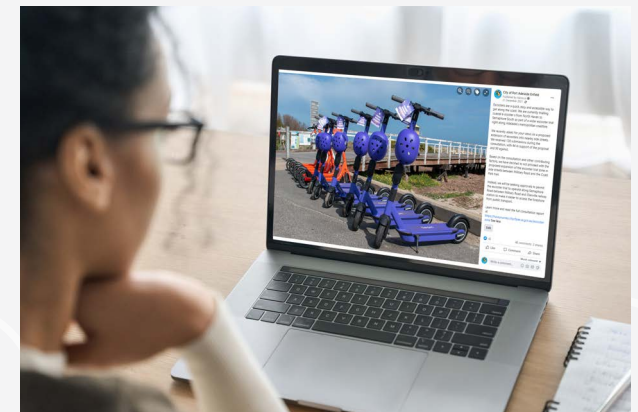
We will deliver our guiding principles through:

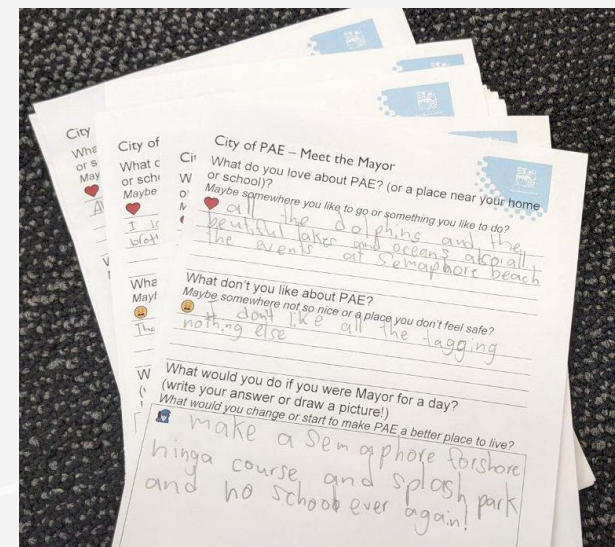## Developing a stronger understanding of our community

> Local meet-ups – tell us what is important to you, your local vision

> Neighbourhood workshops – pitch ideas and choose local priorities

> Connection with community through a network of community champions

> Data designed to provide insights into who are community are and what they value

> The growth of our Have Your Say PAE community

Creating more ways to participate

> Engagement hubs at PAE places (eg. Council office, libraries, community centres)

> Pop-up engagements at key events and public places

> Active outreach — we will come to you (going to community, e.g. train stations)

Reaching out to our diverse communities

> Working with community leaders and partners to understand and connect with their communities

> Making our communications and engagements available in more languages

> Creating more opportunities for children to participate

How will we measure

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This Framework will guide the Communications and Engagement activities of PAE and staff through to 2025.

Action plan

We will develop an Action Plan that supports the Framework and allows us to:

> track our progress

> monitor and report against our objectives and priorities

We will review our performance on a quarterly basis by measuring:

> community engagement — through our digital channels and social media

> brand awareness — through our community survey

> community feedback — through our Voice of PAE survey

> community involvement — through engagement activities

> community participation — through our online engagement platform, Have Your Say