

## **COMMUNITY ENGAGEMENT PLAN MACKAY COMMUNITY PLAN ADOPTED 8/12/10**

### **DO YOU NEED TO ENGAGE THE COMMUNITY?**

- There is, or there is likely to be, strong community concern or interest in the issue
- The resolution of an issue or implementation of a proposal COULD require a substantial redirection of ratepayer revenue
- Information is needed by Councillors or Council staff about community needs, priorities or values to ensure planning is appropriate and responsive
- Council has statutory obligations to engage with the community
- Council wishes to ensure that minority or disadvantaged groups have access to opportunities for input into the future direction of the Region
- Council believes there is a need

### **AIM OF COMMUNITY ENGAGEMENT**

The engagement is designed to create a clear understanding that this Plan is owned by the community and actions will involve partnerships between Council, community, private sector and state and federal governments. The community engagement will provide a clear vision of the future of the Mackay region as identified by stakeholders

### **DEFINE THE ISSUES**

- The Local Government Act (2009) states that all Councils must develop a long-term Community Plan as a basis for other strategic planning processes.
- This is an opportunity for Mackay regional Council to create stronger bonds and partnerships between Council, the community, relevant sectors and strategic partners.
- According to the *Local Government(Finance, Plans and Reporting) Regulation, 2010* the minimum requirements for a Community Plan are as follows:
  - ✓ A document providing strategic direction for local government's planning processes that is visionary in nature
  - ✓ Covering a minimum of 10 years after the commencement of the Plan
  - ✓ Addressing local and regional issues affecting the local government area relating to economic development, environmental management, governance and social well-being
  - ✓ Developed through a robust and transparent process of community engagement

### **GOAL**

- The engagement process for the Community Plan will provide an opportunity for all residents and stakeholders to identify a vision for the region
- The Community Plan should capture this vision and long-term goals of the community and provide strategies to make this vision a reality.

## **PARTICIPATION/COMMUNICATION MESSAGES**

- Council values the contribution of the community
- The development of a Long Term Community Plan is a statutory requirement of the New Local Government Act (2009)
- Together we can develop a Vision for the Mackay Region
- We will keep you informed, listen to and acknowledge your concerns and provide feedback on how public input influences the decisions made

## **TARGET AUDIENCE**

- Mackay Regional Council community members
- Stakeholders for focus groups around identified “themes”
- Business and Industry
- Smaller isolated localities
- Seniors
- Youth
- People from CALD
- Indigenous
- ASSI
- State and Federal government agencies – to be engaged by consultants

## **OBJECTIVES AND PERFORMANCE INDICATORS**

- To obtain public input into the development of a Mackay Community Plan (number of attendees at workshop)
- To develop a range of strategies to ensure that members of the Community and key stakeholders have the opportunity to express their views (percentage of stakeholders satisfied with the opportunity for input, percentage of responses from survey).
- To ensure that key stakeholders and community members feel their views and ideas have been considered (feedback to focus groups and submitters for final comment prior to finalisation of the Plan).

## **TACTICS AND ACTIVITIES**

**Focus Groups around identified “themes”** – themes to be confirmed when determined. Suggest similar to as follows:

- Community Safety/Policing/Injury prevention/ health and wellbeing
- Natural Environment
- Infrastructure and social infrastructure – including roads, hospitals, schools and community facilities and social networks
- Economic Development
- Education, training and employment

**Locality engagement** – emphasis on use of “Connecting Mackay” website

- Survey developed – to be put on web site also available in libraries and Customer Service Centres
- Recognition of issues already identified through Councillor “Meet and Greet” sessions and previous community engagement activities
- Hot line
- Presence at Council events such as Sports Expo Sign on day at MECC in February or a stand at Bluewater Lagoon one weekend in February or March

**Youth** – emphasis on website and social networking sites, also established networks

- MAD (Making a Difference) Committee
- Mackay Youth Connections
- Facebook
- Schools – gain buy-in of Head Teachers for school assignment, competitions etc

**Indigenous and ASSI** – through established networks

**CALD** – through LAMP and other established networks

**MRC Staff** – through internal promotion, Grapevine, Survey on MiSite, Manager’s Forum

**FEEDBACK AND EVALUATION OF PROCESS**

Evaluation forms filled out at workshops

Outcomes from engagement processes communicated to the community

Internal review/audit of processes