PARKES SHIRE

COMMUNITY ENGAGEMENT STRATEGY

2021 - 2025

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Version: 1, Version Date: 21/05/2021

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INTRODUCTION

MAYORAL WELCOME

COMMUNITY PROFILE

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Welcome to the Parkes Shire Council Community Engagement Strategy.

MAYORAL WELCOME

Our Community Engagement Strategy guides the approach which Council will use to build positive community relationships. The framework aims to support the planning, delivery and reporting across Council's range of services, so that together with our community we build a vibrant Parkes Shire.

The Community Engagement 'Continuum', is a dynamic process that encourages continuous conversation, learning, improved decision making and community collaboration to achieve progress and create opportunities for the region.

Through this process, we aim to facilitate a collaborative way of working to further strengthen the ties between each of our townships. Council believes that by consulting and engaging with our communities and agreeing on aspirations and priorities, we create more resilient and sustainable communities with a focus on a positive future.

The expertise, skills, experience and local knowledge of our community members and other stakeholders are an invaluable part of the decision-making process, ensuring Council makes fair and informed decisions for the Parkes Shire.

To ensure a broad cross section of the community is engaged and consulted, Council proactively works to gather the community's aspirations and priorities using a range of methods.

While Council continues to involve the community using the traditional forms of engagement, including workshops, surveys, meetings, public notices and letters, it now includes more contemporary methods of engagement, such as digital and social media platforms.

I thank the community for their continued participation in helping develop the projects that we will deliver over the next term of Council and beyond, to ensure it all adds up to a vibrant Parkes Shire.

Cr Ken Keith OAM
Mayor of Parkes Shire

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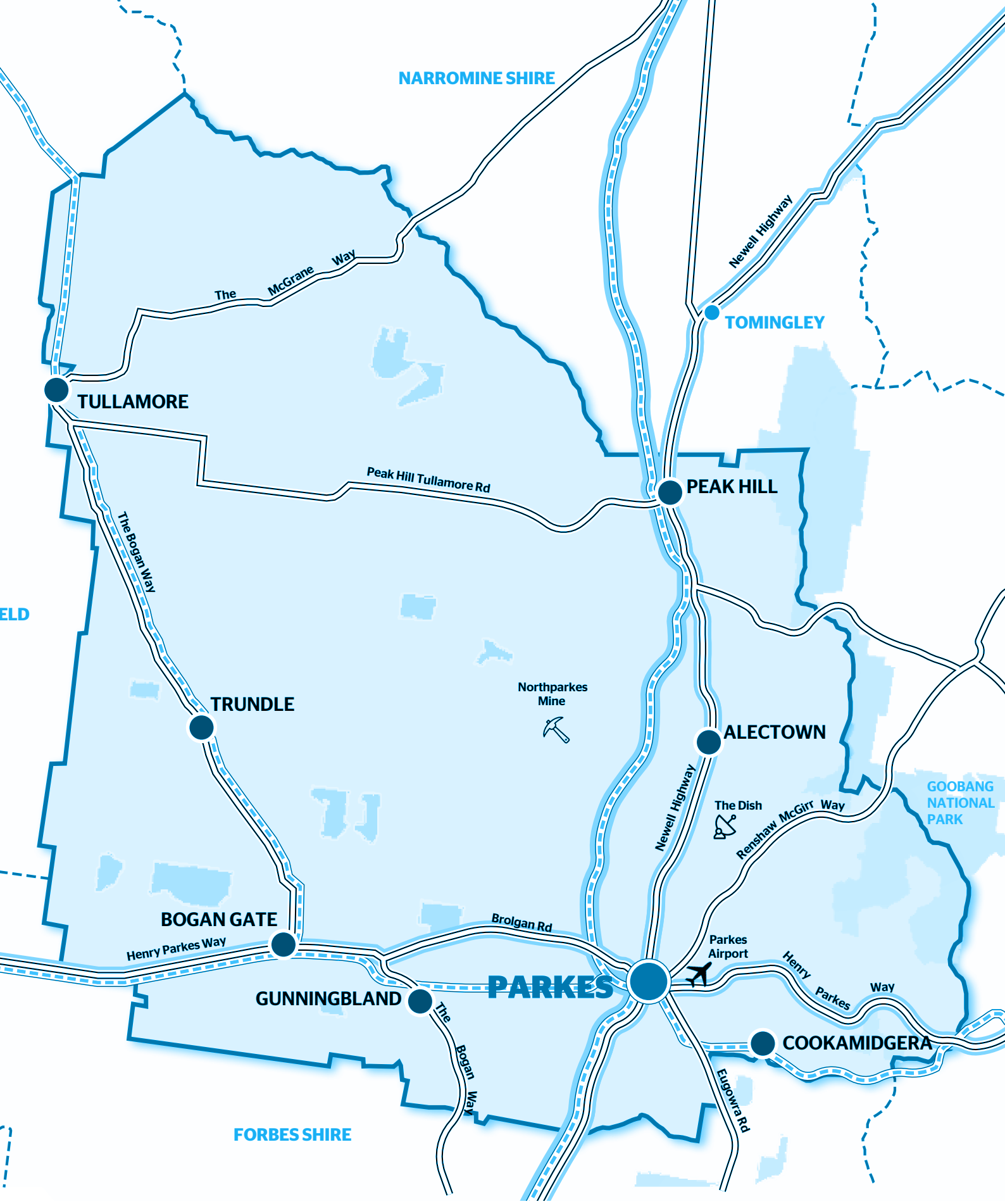

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COMMUNITY PROFILE

GEOGRAPHICAL AREA: 5919 SQ KMS
POPULATION: 15,000

Parkes - 12096
Inc. Cookamidgera,
Alectown, Tichborne

Peak Hill - 1150

Trundle 666

Tullamore 373

Bogan Gate 307

Indigenous population - 10%

GENDER

49.2% male

50.8% female

AGE

Pre-school Children (0-4 years) 6.4%

Primary School (5-11) 9.9%

Secondary Schoolers (12-17) 8.1%

Tertiary Education / Independence (18-24) 8.2%

Young Workforce (25-34) 10.5%

Parents / Homebuilder (25-49) 16.9%

Older Works and Pre-Retirees (50-59) 13.6%

Empty Nester and Retirees (60-69) 12.1%

Seniors (70+) 14.2%

COMMUNICATIONS

E-news subscriber - 4,215

Your Say Subscribers - 1800

Social Media Followers - 34,400, 4.61M reach annually

Council website hits: 137,347 annually

SHIRE POPULATION
14,608

MEDIAN AGE
41 YEARS

MALE 49.2%
FEMALE 50.8%

COUPLES WITH CHILDREN
39.7%

EMPLOYMENT

IN 2016 % OF POPULATION HAD THE FOLLOWING OCCUPATION:

MANAGERS
17.4%

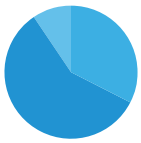
PROFESSIONALS
14.7%

TECHNICIANS AND TRADES WORKERS 14.7%

UNEMPLOYED
7.4%

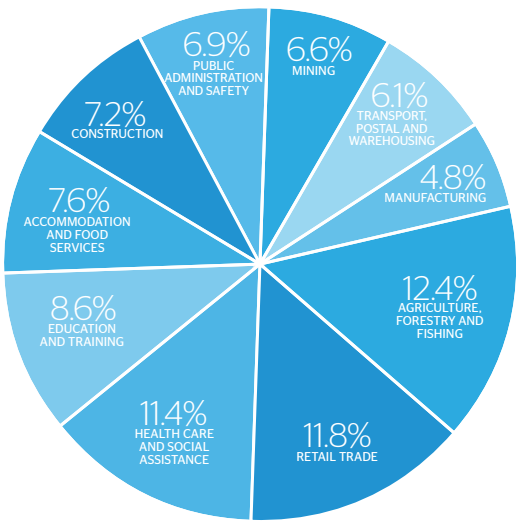
AVERAGE INCOME P/W
$1088

UNDERTAKE VOLUNTARY WORK 24.3%



6303 LABOUR FORCE
2065 **PART TIME WORKERS**
3644 **FULL TIME WORKERS**

INDUSTRIES BY EMPLOYMENT



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ABOUT COMMUNITY ENGAGEMENT

PURPOSE OF THE COMMUNITY ENGAGEMENT STRATEGY

WHAT IS COMMUNITY ENGAGEMENT

VALUES WHEN ENGAGING WITH OUR COMMUNITY

OBJECTIVES AND GUIDING PRINCIPLES OF COMMUNITY ENGAGEMENT

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PURPOSE OF THE COMMUNITY ENGAGEMENT STRATEGY

The Community Engagement Strategy has been developed to guide ongoing communication between Council and the community for planning for the future. An engaged and involved community is a key target outlined in Council's Community Strategic Plan.

Parkes Shire Council actively encourages community participation in the governance and decision making process and sees that this is an essential factor to successful decision making.

Council is committed to having open, honest, respectful and truthful communication with the community and encourages the community to do the same. This strategy aims to increase levels of engagement in a way that the community expects.

WHAT IS COMMUNITY ENGAGEMENT

Community Engagement can be defined as any process that involves the community in problem-solving and decision making and uses this input to make better decisions.

Community Engagement is a two-way process that seeks to inform, identify issues and seek resolution with the community using a range of techniques.

Benefits of Community Engagement

Parkes Shire Council recognises that communities which are informed, consulted and empowered are successful communities. Successful community engagement will demonstrate a collaborative effort to resolve issues and plan for the future which will result in better outcomes for Council and the community. Community engagement complements the official electoral process and is a key method for participatory democracy.

Decision making is improved – Better decisions are made when we have information and all points of view have had the opportunity to be heard. Where feasible and desirable, Council's decisions need to match the needs and aspirations of the community.

It builds trust – Trust and understanding grows in an environment where engagement and involvement is taken seriously.

It builds networks – When we work together we meet other people, build relationships and have the opportunity to form purposeful networks.

It helps create stronger communities – Trusting, confident and involved communities are stronger and able to respond to change and circumstances "together" using their combined resources on potential solutions.

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VALUES WHEN ENGAGING WITH OUR COMMUNITY

The following values underpin Council's approach to all community engagement activities. Parkes Shire Council will be:

Values of Engagement	Our promise to the community
Caring and Friendly	Community engagement will be conducted in a way that demonstrates a genuine commitment for quality consultations with the community and a desire to hear the community's views and aspirations.
Open to new ideas	Community engagement activities will be well planned and directed towards getting a better understanding of the community's views and on issues of importance to them. Consultation activities will provide opportunities for meaningful dialogue and input from key stakeholders.
Acting with integrity and respect	Consultation objectives and the role of the community in the decision making process will be well defined from the outset. The community will be equipped with the necessary information prior to and during community engagements to ensure the effectiveness of the process and its outcomes. The information will provide objective, balanced and accessible content about the particular issue or project.
Engaging and willing to work together	Council will seek to engage stakeholders at the earliest stage possible and continue to keep them informed and involved throughout the process. Well planned and inclusive community consultation processes are vital to the success of Council's engagement with the community. Council staff will provide feedback to the community about the progress of the project or plan and demonstrate how input received has contributed to the decision-making process.

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OBJECTIVES AND GUIDING PRINCIPLES OF COMMUNITY ENGAGEMENT

The following guiding principles will ensure effectiveness of Council's engagement process and outcomes:

Objective		Guiding principles
1	**Community engagement will be timely**	Engagement activities are held at convenient times so that as many people as possible can participate. Engagement is planned so that enough time is allocated to the process so input can be considered and not rushed.
2	**Inclusive and accessible information**	Consider groups whose voice may not normally be heard in community discussions. This might include people with disabilities, Aboriginal communities, people from culturally or linguistically diverse backgrounds, young people, people in geographically isolated areas, and the elderly. Provide clear, concise information that is easy to read and understood by a wide range of audiences. Use a variety of methods that enable our community to get involved by using a range of channels to reduce potential barriers relating to participation.
3	**People are heard and not just listened to**	Facilitate two-way engagement processes that seek to inform, identify issues and seek resolution with the community.
4	**Expectations are well managed**	Purpose of engagement is clearly defined from the outset and the community understands their role in the decision-making process.
5	**Feedback is part of the process**	Following engagement activities, the community will be provided with feedback about the progress of the project or plan and advised on how their input will contribute to the outcome or decision.
6	**Not a 'one size fits all'**	Stakeholders are defined for engagement activities to determine appropriate process and mediums for engagement to encourage participation.
7	**Learning is central**	Use community engagement as an opportunity to learn more about our community and their priorities. Educate internal and external stakeholders on community engagement processes and ensure staff are adequately trained to plan effective engagement.

These guiding principles demonstrate regard to the Community Participation Principles as set out in Section 2.23(2) of the EP&A Act applicable throughout the Parkes Shire.

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WHO WE ENGAGE WITH

Council is committed to undertaking meaningful engagement with community and stakeholders and understands that effective community engagement requires an informed and representative group of participants, time for deliberation, and consensus on recommendations on the decision or project.

Council undertakes a stakeholder identification process to identify who is impacted or interested in a decision and will then select the best methods of engagement to encourage participation and effective engagement. We work hard to identify and engage directly with the most impacted, including those who face barriers to participation. Some community members fall within multiple stakeholder groups, making them particularly relevant to certain engagement processes.

Our community stakeholders

Stakeholder Group	Examples
Residents and Ratepayers	Those who live and/or pay rates in the Parkes Local Government Area
Parkes Shire Councillors, Staff and Business Units	Elected members, employees, contractors and business entities and Committees of Council
Community Consultative Committees	Community Consultative Committees (CCC's) are established to represent individual township communities and ensure that residents have a direct say in the development of their communities. CCC's are established in Peak Hill, Alectown, Tullamore, Trundle, Bogan Gate and Cookamidgera.
Section 355 Committees	Committees with delegated authority to make decisions on behalf of Council. Committees are made up of Councillors, Council Staff and community representatives – these include the Parkes Elvis Festival Committee, Henry Parkes Centre Management Committee, Little Theatre Management Committee and Parkes Sports Council.
Community Advisory Committees	Council staff, Councillors and community representatives are involved in a range of working parties and sub-committees that meet to discuss a range of community issues and Council projects. These advisory groups cover subject matter such as economic development, heritage, culture, indigenous and access.
Business and Industry	Individuals, associations or networks active in the business community. These include the Parkes Business Chamber, Peak Hill Business and Tourism Association, investors, developers and individuals with business or relocation interests to the Parkes Shire.
Sector of Interest	Those communities who are directly or indirectly affected by a project, such as a specific suburb, town, precinct
Service or facility users	Individuals or groups who use local services or facilities such as sports grounds, halls, libraries, community centres, pools
Population groups	Specific groups with demographic commonalities such as age, background, ability, gender, cultural heritage
Government agencies	Departments of state and federal government whom Council advises and seeks advice or funding for projects
Non-Government agencies	Community service groups and organisations that support provide community services and support such as Neighbourhood Central, Anglicare, Currajong Disablities
Peak Industry Bodies	Those organisations whom Council are affiliated with including CENJO, Newell Highway Taskforce, AAA etc
Visitors / Festival goers	Individuals or groups who choose to visit Parkes Region and may have an interest in events, recreational, and visitor services or facilities
Media	Commercial and community media outlets locally and regionally

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COMMUNITY ENGAGEMENT PROCESS

HOW WE ENGAGE

LEVELS OF ENGAGEMENT

METHODS OF ENGAGEMENT & SELECTION OF TOOLS

COMMUNICATION CHANNELS

PLANNING THE ENGAGEMENT

WHEN WE ENGAGE

WHEN WE WON'T ENGAGE

MANDATORY ENGAGEMENT

COMMUNITY ENGAGEMENT ROLES

REPORTING BACK

MEASURING OUR SUCCESS

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HOW WE ENGAGE

Clearly understanding the scope and potential impact of a decision, the type of influence they can have on a decision and being made aware of the outcomes of participating in engagement are the key drivers of participation. These three elements are also what make our engagement meaningful, transparent and accountable.

Our approach is guided by the International Association Public Participation (IAP2) Spectrum of Engagement, which describes five levels of engagement, from 'inform' through to 'empower'.

Figure 1 below describes the five levels of the spectrum, the roles of Council and the community and the types of engagement methods that could be used. Please note, there are many other methods and tools we can use which are detailed later in this document.

	Inform	Consult	Involve	Collaborate	Empower
Our goal	To provide balanced and objective information to make our community aware of something that has happened or will happen.	To listen to our community's feedback on options or a potential decision and take their input into account.	To seek input to identify issues, concerns and aspirations to inform decision making and show how that input has informed the decision.	To work with our community to develop a detailed understanding of all the issues and opportunities and identify agreed solutions at every step of the process.	To build the capacity of our community to identify solutions and/or lead change.
Our promise to our community	We will keep you informed.	We will listen to and acknowledge your concerns.	We will work with you to exchange information, ideas and concerns.	We will seek advice and innovation from amongst the various stakeholder groups.	We will work with you to implement agreed decisions.
The role of our community	Listen	Contribute	Participate	Partner	Partner or Lead

INCREASING LEVEL OF PUBLIC IMPACT ON THE DECISION

Figure 1: IAP2 Spectrum of Engagement

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LEVELS OF ENGAGEMENT

The level of engagement is directly related to the complexity of the information needed and the degree of impact an action could have on the community. The higher the impact, the more complex the information, the greater the potential risk and therefore the more engagement is needed.

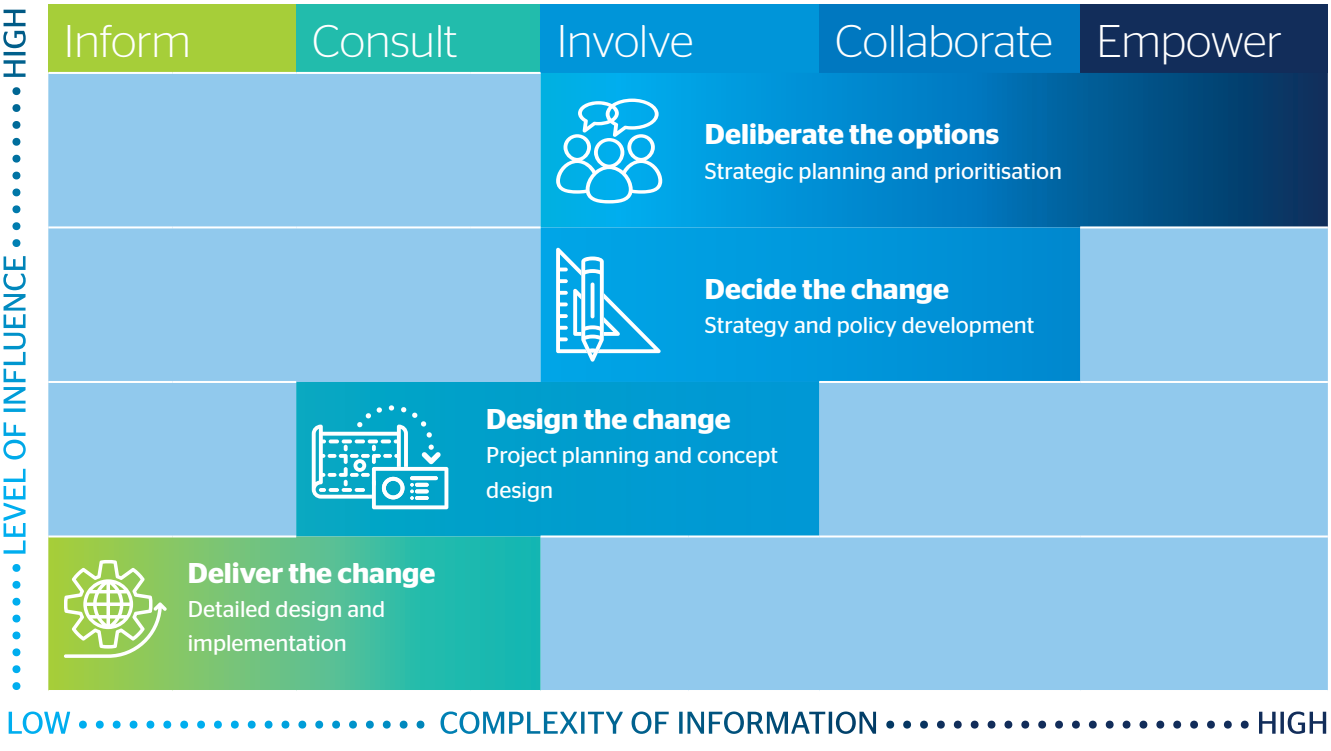
Figure 2 indicates where Council anticipates alignment of different projects or matters against the IAP2 spectrum based on the stage of planning. The selection of the level of engagement is made for each project individually in response to scope and complexity.

We deliberate the options for the development of long-term strategic plans, such as the Community Vision, Council's Delivery Plan, Financial Plan and Asset Management Plans. We will use deliberative engagement practices to develop these plans, working with the community at moderate to high (involve, collaborate and empower) levels of influence and engagement.

Decide the change is the big picture; developing the strategies that focus and prioritise our resources. Here, we'll work with (involve) or partner with the community (collaborate) to achieve consensus and create solutions. This is when the community can expect to have a moderate to high level of influence on ideas, initiatives and decisions.

Design the change is when we begin planning what an idea or project could look like. Here, we'll seek feedback (consult) and work with people (involve) who are directly affected by the change. The community can expect to have a moderate level of influence.

When it comes time to deliver the change, there may not be much that the community can influence, as many decisions have been made through earlier strategy, policy, or planning decisions. Engagement is mostly seeking feedback (consult) from those most affected or providing information (inform) to our community.



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METHODS OF ENGAGEMENT & SELECTION OF TOOLS

The below table provides an overview of the standard tools and techniques used for community engagement activities. Tools are selected to ensure we can capture relevant feedback, meet the needs of participants, and are appropriate to the level of engagement and influence.

For example, if the level of engagement is 'collaborate' where participants have a high level of influence, we may run working groups and deliberative panels. These types of tools would not be appropriate at an 'consult' level where participants have limited ability to influence the decision.

Within a single project, different parts of the community or specific stakeholder groups may have different levels of influence and therefore be offered specific opportunities to participate.

Spectrum	IAP2	Level of influence	Example tools and techniques
	Inform	No ability to influence the decision.	• Direct mail • Newsletter • Flyer, poster • Signage • Social media • Website • Fact Sheets
	Consult	Low level of influence. Usually a requirement for feedback or more information by Council.	• Survey • Submission • Poll • Ideas boards • Online pin dropping map tools • Drop in / pop up sessions
	Involve	Moderate level of influence. Council and community benefit from an exchange in information.	• Interviews • Workshops • Focus groups • Community forum • Site visit
	Collaborate	Moderate to high level of influence, decision making still lies with Council. Greater opportunities to influence the project through a planned and longer consultation process.	• Enquiry by Design • Advisory groups • Working groups • Deliberative panel
	Empower	High level of influence. Decision making is placed in the hands of the public.	• Delegated Committees • Citizens Juries • Democratic voting

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COMMUNICATION CHANNELS

Council uses a variety of communication methods and channels to reach the community and support, promote and inform stakeholders around engagement activities.

Council's Communications Policy provides guidelines for how Council should act in their communications with external stakeholders through these communication channels.

Existing communication Channels include:

Channels	Activity	Frequency	Audience
Publications (print and online)	**Parkes Plus Newsletter (printed)**	Quarterly	• Ratepayers
	Letterbox drops	As required	• Residents
	E-newsletters		
	• **Council**	Monthly	• Residents
	• **Business and Industry**	Monthly	• Businesses in Parkes Shire
	• **National Logistics Hub**	Monthly	• Investors
	• **Visit Parkes Region**	Monthly	• Visitors to Parkes Shire
	• **Whats On**	Weekly	• Residents and Businesses
	Business Paper	Monthly	• Councillors • Staff • Community
	Operational reports	6 months, 12 months and end of Council Term	• Councillors • Staff • Community
Print Media and Broadcast	**Public Notices**	As Required	• Parkes Shire Community
	Media Releases	As Required	
	Mayoral Messages	Weekly	
Signage, Notice Boards Council Foyer and Township Libraries	**Posters and displays about engagement activities**	As required	• Parkes Shire Community
Social Media	**Project updates, events, public notices, business papers, items of community interest**	Daily	• Residents • Businesses in Parkes Shire • Investors • Visitors to Parkes Shire • Residents and Businesses
Websites	**Key information about Council's breadth of services, strategic plans, policies, news, events, public notices, business papers, reports etc**	Daily	• Residents • Businesses in Parkes Shire • Investors • Visitors to Parkes Shire • Residents and Businesses

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PLANNING THE ENGAGEMENT

Each engagement process is unique and will require a variety of methods to meet the needs of both the community and the circumstances the engagement is looking to inform.

When undertaking community engagement, Council will follow a six-step process:

Step 1 - Planning

A plan will be developed for each engagement that clearly outlines the following:

- The purpose of the engagement
- Background of the engagement project
- The objectives of the engagement
- Roles and responsibilities
- The negotiables and non-negotiables of the project
- The stakeholders to be engaged
- The level of engagement
- The engagement tools to be used
- The communication channels to support the engagement
- Risk management identification
- Budget
- Evaluation, feedback and reporting

The detail provided in an engagement plan would be relative to the level of community engagement

Step 2 - Delivering

We deliver our engagement process by talking to the identified stakeholders about the engagement, where they can find out more information, how they can participate, timeframes and how feedback will be acted upon. In each engagement project, consideration is given to a range of tools currently in use by Council. Different tools are used for different purposes, depending on the subject of the engagement, the community in which we are engaging, the resources available and the breadth of the engagement required. The higher the project is on the spectrum of engagement, the more information needs to be provided to the community to enable the gathering of informed and considered feedback, and tools are selected to encourage a deeper conversation. This is to ensure we gain the appropriate level of information from the community to inform the decision-making process.

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Step 3 - Analysis and reporting

All the feedback gained through the engagement activities are reviewed and analysed, and an engagement report is written summarising the feedback and presenting key themes and findings. The level of detail provided in the report is dependent on the level of engagement determined in the prioritisation stage. This is presented to our elected Council to inform the decision-making process.

Step 4 - Decision making

Feedback from the community gained during the engagement process goes into the decision-making process. Other things to be considered along with the feedback are:

- Budget impacts
- Legislation
- Council policies and resolutions
- Technical and professional advice
- Economic, environmental social and governance impacts

Step 5 - Sharing

Information gained through the engagement, and how it has impacted on decision making, will be shared with both those stakeholders who took part in the engagement process and the wider community. This will be done in a timely and accessible way so participants understand how their involvement influenced the process and the eventual outcome or decision.

Step 6 - Evaluating the process

Evaluating engagement is a continuous process, so plans and activities can be adjusted should an aspect not be working well. These lessons learnt will be shared across Council and inform improvements to the process. Evaluation considerations may include:

- Number of people involved in the process
- Quality and usefulness of the information obtained in the process
- Influence of the engagement on decision making process
- Level to which the engagement objectives were achieved

Evaluation of community engagement activities should take part before, during and after the delivery of activities to ensure they are meeting the needs of the community. The scope of the evaluation activities will vary depending on the scale of the community engagement activity and the purpose of the evaluation.

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WHEN WE ENGAGE

Under Council's Integrated Planning and Reporting Framework, community engagement is built into the process to ensure that the community is providing feedback, advice and direction to Council's activities. Community engagement is important not only when developing plans and strategies but also in Council's reporting to ensure our community is informed about Council's works and operations.

With every new term of Council (every 4 years), Council will involve and collaborate with the community in reviewing the Community Strategic Plan (10 year plan) and priorities over the next term of Council (4 years).

The IP&R Framework is underpinned by strong community engagement. Engagement with residents as well as business, state agencies and non-government organisations is essential to creating plans that will truly represent the aspirations and needs of the local community.

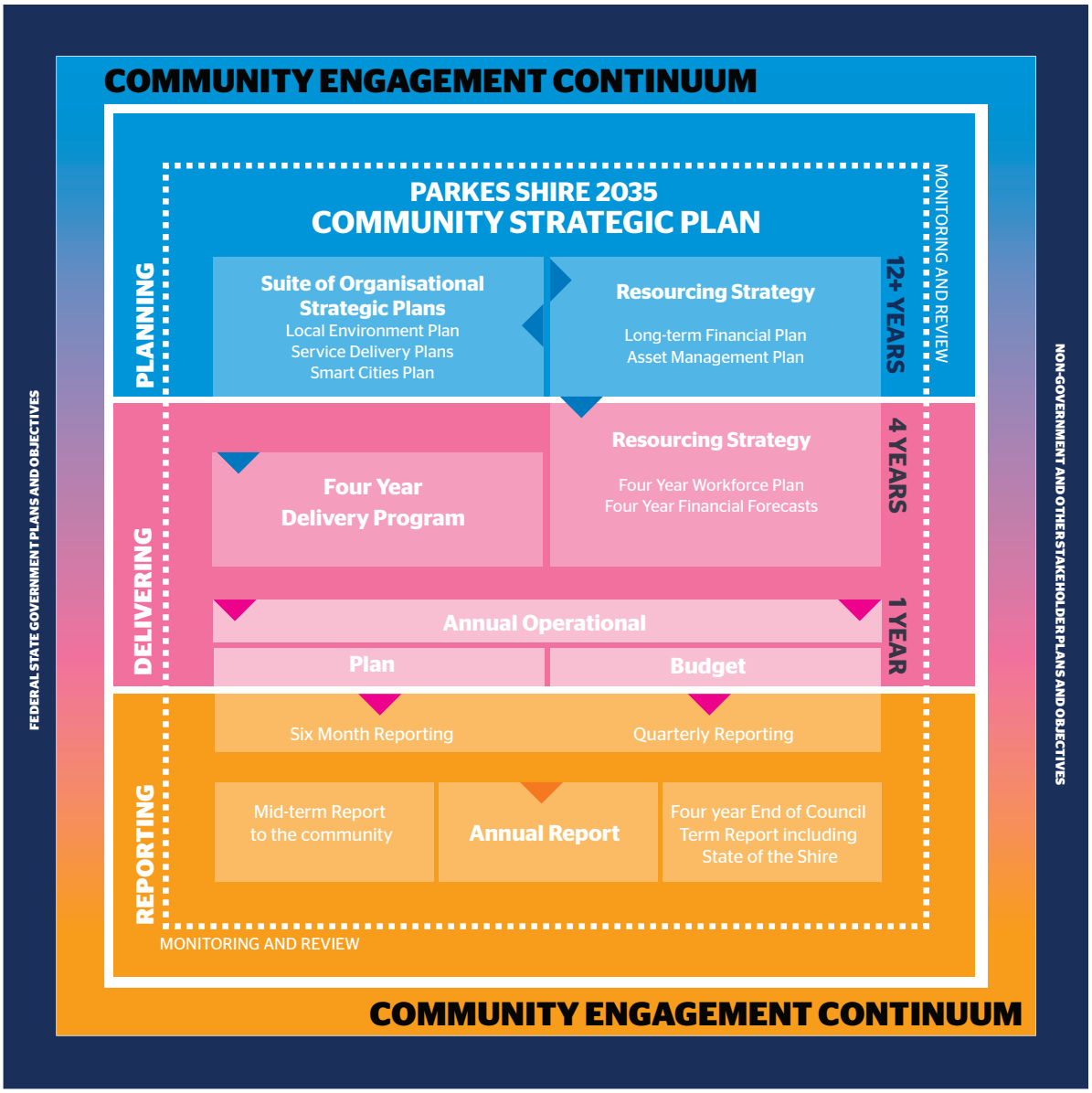

Figure 1: Parkes Shire Council's Community Engagement Continuum

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During the Delivery Program, two main rounds of engagement across the community occur each year including 'Checking Issues' and 'State of the Shire'.

Checking Issues
The "Checking Issues" round held within April/May each year provides information and opportunities for community feedback and discussion on the upcoming Operational Plan and Budget. Also included in the discussions are topical issues and a progress report on the current program of works.

State of the Shire
Within September/October each year Council will provide our community with a "State of the Shire" campaign. The community will be informed on Council's works and services over the past year and have the opportunity to provide feedback on asset service levels in the areas of Council's quadruple bottom line reporting: Civic Leadership, Environmental, Social and Economic.

Refer to Appendix B - Community engagement calendar

In addition to the Integrated Planning and Reporting and strategic planning engagement activities, Council is also committed to engaging the community in other Council plans and decisions. These may include but are not limited to:

Master plans which may include sporting or other precincts or areas

Changes in Council services or programs

Significant developments

In deciding when and how to engage about a project or issue, we consider several factors, including the impact, scale and complexity of the decision to be made, the number of people affected and the geographical area. Possible financial, environmental, legal and reputational risks will also be considered.

These variables will determine the priority Council gives engagement projects so resources can be allocated, and the most appropriate tools selected.

Council will engage with the community, where appropriate, when:

Proposing a change in service or strategic direction

A new project, plan or initiative is being developed

Developing or changing a significant policy, strategy or plan

Planning major infrastructure projects

Making decisions that will impact our community

To ensure consistency across the organisation, an engagement matrix has been developed.

LGA WIDE IMPACT		LOCAL AREA / GROUP IMPACT	
HIGH	**LOW**	**HIGH**	**LOW**
LEVEL 1	LEVEL 2	LEVEL 3	LEVEL 4
• High impact, large scale, strategic and long-term projects with a history of controversy or conflict across the wider community. • Existing or historical high level of community interest.	• Operational projects which require information to be shared across the LGA or to a specific population group. • No history of controversy or conflict and historically low interest.	• Large project of high impact on a specific locality. Existing or historical controversy or conflict locally. • Existing or historical high level of local interest.	• Operational or small project which requires information to be shared to a specific locality. • No history of controversy or conflict.
EXAMPLES			
• Special rate variations, • Community Strategic Plans, reviews of the LEP, DCP	• Flagship events, policy updates, changes to waste services, fees and charges of services or facilities.	• Master plans for local shopping precincts, sporting fields or community facilities such as a library.	• Naming of a local facility, upgrades to parks and playgrounds, minor local traffic proposals

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WHEN WE WON'T ENGAGE

There are times when Council will only inform the community of our decisions and actions. These will occur in cases when:

There is no scope for community input

Public health and safety are at risk

An immediate resolution is required

An initiative involves confidential or commercial information

Developing or reviewing internal procedures and protocols

Council is responding to an emergency

There are legal constraints

When decisions are made without engagement, the community will be informed about why the decision was made, where appropriate.

MANDATORY ENGAGEMENT

Community Engagement in Council's Land- Use Planning and Development Control Activities

Our community and stakeholders are engaged on land use planning and development control matters through formal exhibition periods and the development application notification process.

The following tables and information set out the exhibition and notification periods for strategic planning documents and development applications, and how the community and stakeholders can make a submission to Council in relation to development application matters.

Development that meets the requirements for neighbour notification is notified to adjoining landowners for the prescribed period.

Publicly exhibited development is development that, in addition to neighbour notification requirements, is advertised in a local newspaper on at least one occasion and available on Council's website for the prescribed period.

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Minimum Public Exhibition Periods for Strategic Planning Documents

Strategic Planning Documents	Exhibition Periods
Draft Community Participation Plans	28 days
Draft Local Strategic Planning Statements	28 days
Draft Development Control Plans	28 days
Draft Contribution Plans	28 days
Planning proposals for local environmental plans subject to a gateway determination	28 days or as specified by the gateway determination which may find, due to the minor nature of the proposal, that no public exhibition Is required

Minimum Public Exhibition Procedures for Development Applications and other matters

Development Applications	Notification/ Exhibition Periods
Application for development consent (other than for complying development certificate, for designated development or for State significant development)	14 days except where the application is exempt from public exhibition or notification as specified below.
Application for development consent for designated development	28 days
Environmental impact statement obtained under Division 5.1 of the EP&A Act	28 days
Modification to Development Applications	**Notification/ Exhibition Periods**
Application for a Section 4.55(1), 4.55(1A) and 4.55(2) modification	14 days or where determined by a delegated officer that due to the minor nature of the proposal, no public exhibition or notification is required.

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Development Applications that will be publicly exhibited

The following development is publicly exhibited development for the purposes of this plan:

a. Any development where Parkes Shire Council is either the applicant for consent or is the landowner
b. Commercial development (in a commercial zone) where the development will adjoin a residential zone (excluding change of use and minor internal alterations and additions)
c. Development involving heritage Items
d. Industry (in an industrial zone) where the development will adjoin a residential zone
e. Medium density housing types involving more than 3 separate dwellings
f. Subdivisions involving the creation of more than 10 new allotments
g. Agricultural produce industry (not in a commercial or industrial zone), amusement centre, animal boarding or training establishment (more than 20 animals), brothel, business premises (not in a commercial or village zone), caravan park, centre-based child care facility, correctional centre, crematorium, depot (not in an industrial zone), educational establishment, entertainment facility, extractive industry, feedlot, food and drink premises (not in a commercial zone), function centre, hazardous storage establishment, health consulting rooms / health services facility (not in a commercial or village zone or health precinct), heavy industrial storage establishment, heavy industry, helipad, highway service centre, hospital, hostel, hotel or motel accommodation (not in a commercial zone), intensive livestock agriculture, liquid fuel depot, medical centre (not in a commercial or village zone or health precinct), mine, mixed-use development (not in a commercial or industrial zone), neighbourhood shop / supermarket (not in a commercial zone), offensive industry / storage establishment, passenger transport facility, places of public workshop, pub (not in a commercial zone), recreation facilities, restaurant / café (not in a commercial or zone), restricted premises, rural industries, sawmill, seniors housing, service station, tourist and visitor accommodation, vehicle repair station / vehicle sales or hire premises (not in an industrial, village or commercial zone), veterinary hospital (not in a commercial or village zone), waste or resource management facility)

How will the application be exhibited?

Where a Development Application or Modification Development Application is required to be publicly exhibited under this plan, the application shall be made available for inspection at the Parkes Shire Council Administration Centre commencing from the date on which the public notice was placed in the local newspaper. The application will also be included on the Parkes Shire Council website.

Council is not required to make environmental impact statements whose publication would be contrary to the public interest because of its confidential nature or for any other reason, available for public inspection.

Development Applications that will be neighbour notified

All Development Applications will be subject to neighbour notification, except for the following development:

a. The development is permitted on land zoned SP1 Special Activities under Parkes Local Environment Plan 2019
b. The development is for internal alterations to a building only
c. The development is strata subdivisions of the existing buildings
d. The development is for subdivisions involving only minor adjustments to existing property boundaries
e. The development is for renovation works such
f. as re-cladding of buildings, replacement of windows, doors or repainting of facades where the works are contained entirely within the building envelope
g. The development relates to an amendment that is a result of a condition imposed on an existing Development Applicant that has previously been notified in accordance with this plan

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h. The development relates to a modification

i. under Section 4.55(1) and (1A) of the Environmental Planning and Assessment Act 1979, involving minor error, misdescription, miscalculation or minimal environmental impact

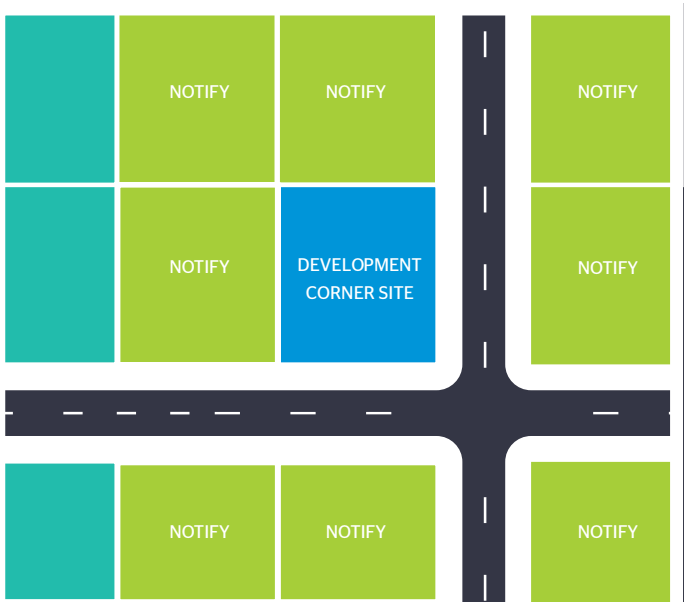
j. The development is or a change of use of a building that does not include any changes to operating hours, traffic and noise generation

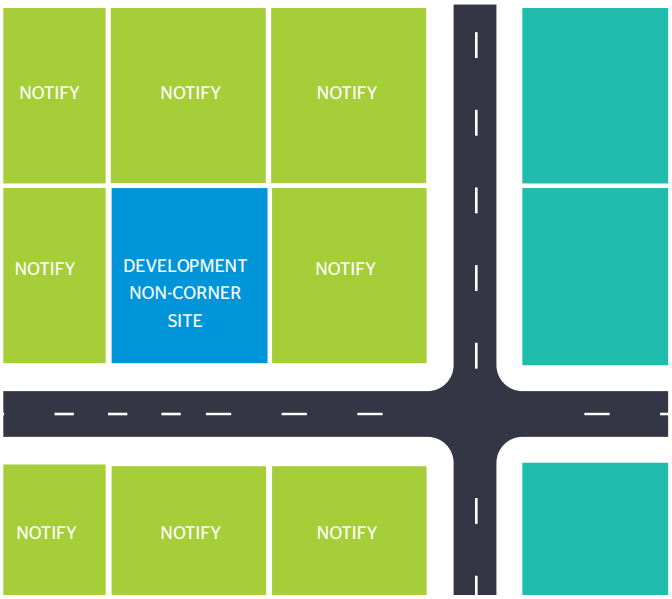
k. The development relates to a Class 10 structure (under the Building Code of Australia) that complies with all relevant objectives and standards of this plan

l. The development is for a rural dwelling that is permitted on land zoned RU1 Primary Production under Parkes Local Environment Plan 2012 that complies with all relevant objectives and standards of this plan

m. The development is ancillary to a rural dwelling that is permitted on land zoned RU1 Primary Production under Parkes Local Environmental Plan 2012 that complies with all relevant objectives and standards of this plan

n. The development is for an industrial building/activity that is permitted on land zoned IN1 General Industrial under Parkes Local Environmental Plan 2012 that complies with all relevant objectives and standards of this plan and does not adjoin a residential use or zone





Persons to be notified

For Development Applications requiring neighbour notification under the plan, written notification of the proposed development will be provided to the owner(s) of land immediately adjoining or adjacent to the subject land (as shown on Council's Property and Rating System at the time of notification) including land that is separated from the subject land by a watercourse, road, pathway, driveway, railway or similar thoroughfare. The diagram below illustrates the approach:

Where more than one person is listed as the owner, written notification to one of the owners, is taken to be a notice to all of the registered owners.

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Making of submissions

Submissions in respect of a Development Application or Modification Development Application that is notified or exhibited must be received by Council within the prescribed period, or within the period as may be deemed appropriate by the Council or its delegated officers. Public holidays are excluded from this period. The period between 25 December and 02 January (inclusive) is excluded from the calculation of a period of public exhibition.

A submission may be made by any person whether or not that person has been or is entitled to be given notification of the application under the plan.

Submissions must be made in writing and must clearly indicate the name and address of the person making the submission. The submission should relate directly to the application and if the submission is by way of objection, it must state the reasons for objection. Any submissions received by Council may be:

Referred to the applicant for consideration

The subject of freedom of information requests under the Government Information (Public Access) Act 2009

Included in Council Business Papers (i.e. made public)

All submissions must be addressed to:
General Manager,
Parkes Shire Council,
2 Cecile Street,
Parkes NSW 2870.

Council reserves the right not to consider anonymous submissions.

Considerations of submissions

Where a submission is received in relation to a Development Application or Modification Development Application that has been neighbour notified or exhibited under the plan, and that submission has been received within the period allowed for the making of submissions under the plan, Council must consider that submission prior to the application being determined.

Nothing in the plan prevents Council or it's delegated officers from considering a submission that is received outside of the period allowed for making submissions under this plan, provided the application has not already been determined by Council.

The content of any submission received by Council in relation to an application that has been neighbour notified under this plan will be considered in full as part of an assessment report for the application.

If the issue(s) raised in the submission cannot be resolved in full as part of the assessment process, the application will be presented at a monthly meeting of the Council. The terms of any submission(s) will be summarised in the assessment report by the authorised officer. Council is not bound to adopt or support a submission when making its determination.

Decisions on publicly exhibited plans and applications will not to be made until after the exhibition period. If a particular matter has different exhibition or notification periods, the longer period will apply.

Amendment of a development post notification

For Development Applications or Modification Applications that are amended post neighbour notification or exhibition and at any time prior to determination, the application will be renotified in accordance with the plan when it is considered that there will be an additional likely environmental impact.

If, in the opinion of Council or it's delegated officers, the likely environmental impact is the same or will be reduced as a result of the amendments, the application will not need to be re-notified under this plan.

If an application is withdrawn by the applicant and a subsequent application is made, the new application will need to be notified or exhibited under the plan, as if the previous application had not been made.

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COMMUNITY ENGAGEMENT ROLES

Community engagement is about ensuring the community has an opportunity to participate in the decisions made by Council.

Councillors

A Councillor's role in community engagement is to participate as an elected member, listen to the views of the community and consider these views when making decisions at Council.

Community

Community engagement provides valuable opportunities for Councillor's to hear and understand the voice of the community and ensure that this voice is properly represented when Council meet and make resolutions which impact the future of our community.

Council Staff

A Council staff member's role in community engagement is to organise and facilitate the discussion, record, provide feedback, evaluate the engagement and consider the community's views when making recommendations to Council. Both Councillors and Council staff are encouraged not to dominate or direct community discussions, nor is it to dismiss the community's input. Instead, Councillors and staff should allow discussions to move forward in an open, respectful and inclusive way.

Community Engagement Team

Council employs a Communications and Engagement Coordinator, led by the Brand, Communications and Marketing Manager who work with and advise other skilled staff across the organisation to plan, deliver and evaluate community engagement activities. Council's Chief Operating Officer and Governance and Corporate Strategy teams lead Council Integrated Planning and Reporting Framework and requirements.

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REPORTING BACK

Just as we intend to close the loop with our community on how their input has influenced decision making, we will also keep the community informed about the implementation of this strategy and action plan.

We will use a range of channels but the best way to stay up to date with engagement activities is visit www.yoursay.parkes.nsw.gov.au and register to be kept informed of upcoming engagements and to be kept up to date with recent consultations.

We will also ensure that we are meeting the requirements of legislation and our obligations under the Local Government Act 1993 for reporting to our community which includes:

Each quarter
through Council, the quarterly budget review will be tabled

Every six months
through Council, the progress of the Operational Plan and Delivery Program will be provided

Annually
the Annual Report will be tabled and promoted as well as forwarded to the Office of Local Government

Mid-Term Reporting (September/October)
throughout the community, presentations and workshops will be held to report on progress and reconfirm priorities as part of the State of the Shire engagements

End of Term Reporting (May)
throughout the community as part of the Checking Issues, the work of the past 4 years of the current term of Council will be presented. Facilitated workshops will review the Community Strategic Plan and the priorities of the Delivery Program so the incoming Council will have an understanding of the Community's preferred future and what it needs to do to help deliver it. The Community Strategic Plan will also be updated with the vision for the Shire spanning at least a 10-year time frame

Continuous review is an important aspect of this community engagement strategy to ensure the methods being used to communicate with stakeholders are effective, and if not, to apply improvement measures to the future engagement activities.

MEASURING OUR SUCCESS

Part of a successful engagement plan includes using robust measures to evaluate engagement activities and identify opportunities to improve processes and outcomes. We measure the success of our engagement activities using a range of quantitative and qualitative metrics, depending on the scope and type of engagement.

Council also regularly monitors and measures how we're tracking as an organisation to engage our community using tools such as feedback forms, community surveys, online analytics to measure elements such as the reach of passive and active stakeholders, the demographic profile of active stakeholders and how data collected during engagement is used to inform decisions.

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APPENDIX A
COMMUNITY ENGAGEMENT ACTION PLAN

OUR COMMUNITY ENGAGEMENT OBJECTIVES & ACTION PLAN

The objectives of this Community Engagement Strategy align with Council's Objectives and Guiding Principles for community engagement. Each objective is supported by actions that will be delivered over the next term of Council 2022/23-2024/25 including the interim operational year 2021/22 due to the postponed of Local Government Elections in 2022 as a result of the COVID-19 pandemic.

Through these actions we aim to further develop Council's engagement activities, upskill and train staff, enhance the perception and value of community engagement across the organisation and build trust in the engagement process with the community.

OBJECTIVE 1: OUR ENGAGEMENT IS TIMELY AND RELEVANT

ACTION	2021/22	2022/23	2023/24	2024/25
Develop and roll out a template engagement plan and toolkit to support the consistent planning and delivery of engagement activities across Council	●			
The Engagement Team is represented on Council's project control groups to advise and support the engagement plan	●	●	●	●
Monitor legislative change and adapt engagement strategy and practices accordingly	●	●	●	●
Maintain a 'Community Engagement Calendar' to track engagement activities happening across Council to align and promote engagement opportunities and mitigate the risk of consultation fatigue	●	●	●	●

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OBJECTIVE 2: OUR ENGAGEMENT IS INCLUSIVE AND ACCESSIBLE

ACTION	2021/22	2022/23	2023/24	2024/25
Develop community engagement plans based on social justice. Principles consider groups who may be hard to reach, just as people with disabilities, Aboriginal communities, the elderly and people in isolated areas.	●	●	●	●
Investigate and implement tools and engagement approaches to target social justice groups	●			
Develop or enhance partnerships with community leaders, groups and other agencies to increase participation in engagement activities	●	●	●	●
Ensure engagement materials are written in plain language and easy to understand, and that they are available on a variety of platforms including online and in hard copy	●	●	●	●
Host engagement activities in accessible venues where possible	●	●	●	●

OBJECTIVE 3: OUR COMMUNITY IS HEARD AND NOT JUST LISTENED TO

ACTION	2021/22	2022/23	2023/24	2024/25
Develop and implement a strategies to build the profile and membership of the Your Say Parkes group and mailing list	●	●	●	●
Develop resources to support the community to make effective submissions to Council on matters of interest	●	●	●	●
Maintain a database of stakeholders who wish to be updated on Council's engagement activities	●	●	●	●

OBJECTIVE 4: STAKEHOLDER EXPECTATIONS ARE WELL MANAGED

ACTION	2021/22	2022/23	2023/24	2024/25
Communicate and promote engagement opportunities using existing channels as well as investigating new channels that integrate interactive or smart technologies	●	●	●	●
Use the 'Community Engagement Road Map' to inform the community of known activities and projects open for comment. Provide regular updates when significant changes / addition to the program occur.	●	●	●	●

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OBJECTIVE 5: ENSURE FEEDBACK IS PART OF THE PROCESS

ACTION	2021/22	2022/23	2023/24	2024/25
Develop standard, high level, reporting templates on the outcomes of engagement activities	●			
Publish engagement outcomes to 'close the loop' on Your Say Parkes Website as well as other prescribed reporting channels including operational reporting	●	●	●	●
Evaluate community engagement activities by seeking feedback from internal and external stakeholders	●	●	●	●
Review procedure and investigate software solution to collate and analyse consultation data in one accessible location	●			

OBJECTIVE 6: ENGAGEMENT ACTIVITES ARE TAILORED FOR SPECIFIC STAKEHOLDERS

ACTION	2021/22	2022/23	2023/24	2024/25
Stakeholder mapping and assessment is included as part of the community engagement plan and Community Engagement Team is consulted on method selection	●	●	●	●
Community insights are gathered to determine the most appropriate tools for engagement	●			
Develop resources to support the community to make effective submissions to Council on matters of interest	●	●	●	●

OBJECTIVE 7: LEARNING IS CENTRAL

ACTION	2021/22	2022/23	2023/24	2024/25
Host regular knowledge sharing opportunities with staff to evaluate engagement initiatives and share lessons for ongoing improvement	●	●	●	●
Share positive community engagement case studies through Council's communication channels and, if appropriate, enter industry awards	●	●	●	●
Include engagement in the corporate onboarding program for new starters and the staff handbook	●			
Relevant staff participate and/or attend relevant industry webinars, conferences, workshops and training opportunities to ensure they are abreast of best practice methods and planning approaches	●	●	●	●
Develop and implement an ongoing staff training plan based on the IAP2 engagement modules	●			
Become a corporate member of the IAP2 to take advantage of corporate discounts for events and training for staff		●		

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APPENDIX B
COMMUNITY ENGAGEMENT ACTION PLAN

Parkes Shire Council Community Engagement Calendar 2021 -2025

	2021	2022	2023	2024	2025
January		**Delivery Program Planning** with staff and councillors Further community consultation around elements of the Draft Delivery Program			**Delivery Program Planning** with staff and councillors Further community consultation around elements of the Draft Delivery Program
February					
March		**Draft 2022/23-2024/25 Delivery Plan Suite** endorsed by Council and put up for Public Exhibition			
April	**Community Satisfaction Survey** **2021/22 Operational Plan and Budget on Exhibition**		**Community Consultation –** Checking Issues	**Community Satisfaction Survey** **2024/25 Operational Plan and Budget on Exhibition**	
May	**Prospective Councillor Program**	**Final Draft 2022/23 - 2024/25 Delivery Plan Suite** presented to Council for adoption	**2023/24 Operational Plan and Budget on Exhibition**	**Prospective Councillor Program**	**Draft 2025/26-2028/29 Delivery Plan Suite** adopted by Council and put up for Public Exhibition
June					
July					
August	**End of Term Report**	**Annual Operational Plan Report**	**Annual Operational Plan Report**	**End of Term Report**	**Annual Operational Plan Report**
	Community Consultation – Review CSP vision and future directions and priority projects as part of Council's Delivery Plan.			**Community Consultation** – Review CSP vision and future directions and priority projects as part of Council's Delivery Plan.	
September	**Local Government Elections** (4 Sept) Councillor induction and education on CSP programs, plans and projects	**Community Consultation –** State of the Shire	**Community Consultation –** State of the Shire **MIDWAY CHECK IN**	**Local Government Elections** (4 Sept) Councillor induction and education on CSP programs, plans and projects	**Community Consultation –** State of the Shire
October					
November					
December					

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"A progressive and smart regional centre, embracing a national logistics hub, with vibrant communities, diverse opportunities, learning and healthy lifestyles"

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PARKES™

It all adds up.

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