

# Community Engagement Strategy

2025-2029



# Community Engagement Strategy

2025-29

## Acknowledgement of Country

Parkes Shire is part of the Wiradjuri nation - the largest Aboriginal territory at the time of European settlement. Parkes Shire Council acknowledges the Wiradjuri people who are the Traditional Custodians of the Land and pays respect to the Elders both past and present of the Wiradjuri nation.

The Wiradjuri are the largest group in central New South Wales (NSW) by area and population, with lands stretching from Coonabarabran in the North to the Great Dividing Range and out to Western NSW, encompassing one fifth of NSW and were known as the people of the three rivers: the Wambuul (now known as the Macquarie River), the Galari (the Lachlan River), and the Marrambidya (the Murrumbidgee River).

The Wiradjuri people lived in harmony with the Country, they believed they didn't own the land, but they were responsible for looking after it. The Gugaa (Goanna) is the overarching totem for the Wiradjuri Nation. It is the symbol that connects all people, past and present, of Wiradjuri land.

We recognize and respect their cultural heritage, beliefs and continuing connection with the land and rivers and recognise the resilience, strength, and pride of the Wiradjuri community.



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# Message from the Mayor



At Parkes Shire Council we are committed to open, honest, and respectful conversations that help shape the future of our region. This Community Engagement Strategy provides a clear guide for how we will communicate, listen, and collaborate with our community.

Dear Residents of Parkes Shire, at Parkes Shire Council we believe that communication is the foundation of a thriving and connected community. It is through listening and sharing, that we can shape a future that reflects the dreams and needs of our residents.

Our Community Engagement Strategy is not just a framework, it's a commitment. It is a guide for us to enable meaningful relationships, ensuring that your voice is heard and your ideas, big and small, contribute to shaping the direction of our Shire.

We understand that our community is rich with expertise and local knowledge and everyone's contributions are invaluable to the decision-making process. This helps us ensure fairness, transparency, and informed choices for the benefit of all.

To achieve this, we are embracing both traditional and contemporary methods of engagement. Whether through workshops, surveys, public notices, or digital platforms, we are dedicated to creating accessible and inclusive ways for you to be involved. Our goal is to ensure everyone can participate, no matter their preferred way of connecting with Council.

Together, we can make Parkes Shire an even more vibrant, inclusive, and forward-thinking community. I encourage you to share your ideas and join us in shaping an exciting future we can all be proud of.

Sincerely,

A handwritten signature in black ink, appearing to read 'Neil Westcott', written in a cursive style.

**Mayor Neil Westcott**

# 01

## Introduction



- Purpose of the Community Engagement Strategy
- Benefits of Community Engagement

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# Purpose of the Community Engagement Strategy

We believe that when people are informed and involved, we create better outcomes for everyone. Your local knowledge, ideas, and feedback are invaluable in helping us make decisions that reflect the needs and aspirations of our community. By working together, we can build strong relationships, create opportunities, and tackle challenges as a united community.

This strategy outlines how we will create meaningful opportunities for engagement, whether through conversations, consultations, or collaboration, ensuring that everyone feels informed, involved, and valued in shaping the future of Parkes Shire. Your voice matters, and we're here to listen, learn, and take action to make our community an even better place to live, work, and visit.

## Benefits of 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.

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. Council's decisions 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.

# 02

## Community Engagement Roles

- Our Councillors
- Our Community
- Council Staff

# Our Councillors

Councillors are your elected representatives for the Parkes Shire. Your elected representatives work and advocate for you, the residents of our Shire.

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.



**Cr Neil Westcott**  
(Mayor) *elected 2016*



**Cr Marg Applebee**  
(Deputy Mayor) *elected 2021*



**Cr William Jayet**  
*elected 2016*



**Cr Kenny McGrath**  
*elected 1992*



**Cr Louise O'Leary**  
*elected 2008*



**Cr George Pratt**  
*elected 2004*



**Cr Glenn Wilson**  
*elected 2021*



**Cr Doug Pout**  
*elected 2024*



**Cr Joy Paddison**  
*elected 2024*



**Cr Matthew Scherer**  
*elected 2024*

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# Our Community

Community engagement empowers our community to share their voices, ensuring their perspectives and ideas are heard and considered. By actively participating in engagement activities, community members play a vital role in shaping decisions and resolutions made by Councillors and Parkes Shire Council. This collaborative process helps ensure that the community's needs and aspirations are reflected in the actions that shape its future.



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# 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.



# 03

## Values, Principles and Objectives

- Our Values When Engaging With Our Community
- Our Guiding Principles
- Our Objectives
- Social Justice Principles

# Our Values When Engaging With Our Community



## Our Strategy

As the closest level of Government connected to the community, we have a key role in engaging and communicating with our residents. We deliver many services to our community. We're also the link between our community and other levels of Government, advocating our community's priorities.

Over the past few years, we've worked hard to engage with and inform our community. However, we know from feedback that we can do better. We've listened and are committed to working closely with our community to act on this feedback, responding to needs and priorities.



## Our Purpose

To create a framework for the delivery of transparent and timely communications and meaningful community engagement that builds community participation and trust in decision making for our Shire.



## Our Vision

We actively engage and communicate in a way that shares our journeys, our stories, listens to our community, informs our future, and improves the wellbeing of those that live work and visit in Parkes Shire.

Our Values When Engaging With Our Community	
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	Council will act with integrity and respect during community engagement. 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.

# Our Guiding Principles

Our guiding principles provide the foundation for effective and meaningful community engagement. They ensure that our approach is transparent, inclusive, and responsive, fostering trust and collaboration between Council and the community. By aligning our engagement practices with these principles, we create opportunities for genuine participation and shared decision-making.

## Participation

We engage where relevant, in a timely manner and with integrity including easy to understand information.

## Transparency

We are transparent, open, and honest.

## Inclusion

We are inclusive, supportive and encourage a diversity of voices.

## Respect

We listen, value and respect our community's input and feedback.

## Innovation

We encourage new ideas and embrace innovation.

# Our Objectives



Our community is well-informed and has meaningful opportunities to participate in decision-making.



We build trust through transparency, openness, and honest communication.



Engagement is inclusive and encourages diverse voices.



Community input is valued and contributes to decision-making.



We embrace innovation and continuously improve our engagement approach.

# Social Justice Principles

The NSW Government identifies four (4) principles that establish supportive environments for everyone. These principles are the driving force to address barriers to engagement and communication experienced in our community and are therefore at the fore-front-of our Strategy's principles and key objectives. We have a commitment to remove barriers, ensuring more equitable and inclusive engagement and communication.

Social Justice Principles			
Equity	Access	Participation	Rights
Communication and engagement should include stakeholders including hard to reach groups who may have barriers to participation	All people should have fair access to communication and engagement opportunities	All people should have the opportunity to participate in decisions that affect their lives	Communication and engagement opportunities ensure positive participation of linguistic, cultural and religious diverse communities



# 04

## Who We Engage

- Community Engagement
- Our Community
- Community Profile
- Our Community Stakeholders
- Inclusive and Accessible Engagement

# Community Engagement

Council is committed to undertaking meaningful engagement with our 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 is committed to understanding and engaging with those who are impacted by or have an interest in a decision. We identify key stakeholders and use the most effective engagement methods to encourage participation and meaningful conversations.

We recognise that some community members face barriers to participation, and we work hard to provide inclusive and accessible information to ensure everyone has the opportunity to be involved. By offering a range of engagement channels, we aim to reduce barriers and make it easier for all voices to be heard.

Engagement is a shared responsibility. Council, the community, and stakeholders each play a role in initiating, leading, participating in, and supporting engagement activities. By working together, we can ensure that decisions reflect the needs and aspirations of our community.



# Our community



## Land-use



# Community profile

## Geographical area

**5,919 sq kms**

### Population

Shire: 14,608  
 Parkes: 12,102  
*(incl. Cookamidgera, Alectown and Tichborne)*  
 Trundle: 687  
 Tullamore: 424  
 Peak Hill: 1,106  
 Bogan Gate: 289

### Diversity

Indigenous population: 10%  
 Born overseas: 5.4%  
 Non-english-speaking background: 5.7%

### Gender

Male: 49.2%  
 Female: 50.8%

### 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%

### Projected trends

Projected Shire population in 2036: 14,800  
 Projected dwellings in 2036: 7,500  
 Projected households in 2036: 6,500

## Overview



Shire population  
14,608



Median age  
41 Years



Couples with children  
39.7%



Dwellings in Shire  
6,750



Households in Shire  
5,837

## 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

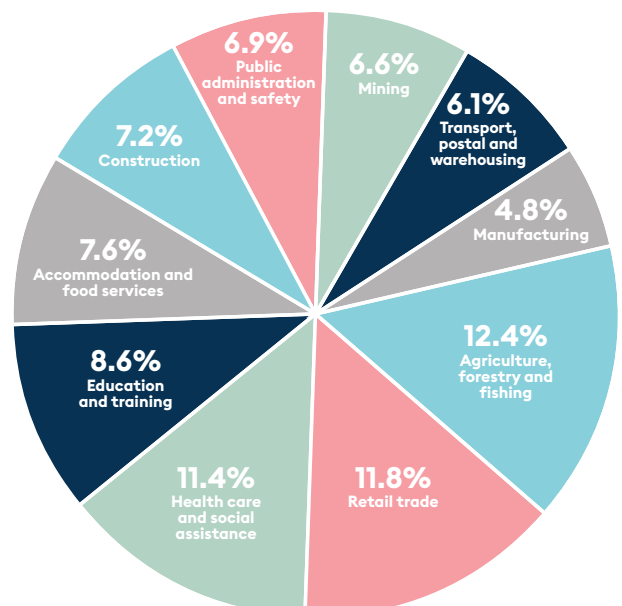


Undertake voluntary work  
24.3%



6,303 labour force  
 3,644 full time workers  
 2,065 part time workers

## Industries by employment



# Our Community Stakeholders

Community Stakeholders	
Stakeholder Group	Examples
Residents and Ratepayers	Those who live and/or pay rates in the Parkes Local Government Area.
Councillors and Council Staff	Elected members (Councillors), employees and contractors of Parkes Shire 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 committees include: <ul style="list-style-type: none"> <li>• Economy, Destination and Events Advisory Committee</li> <li>• Sport and Recreation Advisory Committee</li> <li>• Community, Access and Liveability Advisory Committee</li> </ul>
Advisory Groups	Includes Community Advisory Committees and working parties focused on specific topics like economic development, heritage, and culture.
Business and Peak Industry Bodies	Local businesses, associations, networks, and organisations active in the community or that Council are affiliated with.
Users of Services and Facilities	Groups or individuals who access and use local facilities like sports grounds, libraries, and community centres.
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 and Support Organisations	Community groups and organisations that provide community support services.
Visitors and Event Attendees	Individuals traveling to the Parkes region for tourism, events, recreational activities, or use of facilities.
Media	Local and regional media outlets helping to communicate topics of interest to the community.
School and Education Providers	Schools, training centres and providers, and early learning facilities.

# Inclusive and Accessible Engagement

We are committed to ensuring all voices in our community are heard. Some groups may face barriers to participation, and we are dedicated to making engagement accessible and inclusive.

We will focus on engaging with:

- First Nations people
- People with disabilities and their carers
- Older people
- People from CALD backgrounds
- Children and young people
- LGBTQIA+ community members

To support participation, we will:

- Proactively reach underrepresented groups
- Use diverse and accessible engagement methods
- Work with advisory groups to reflect community priorities
- Provide clear, accessible, and translated materials as needed
- Host engagement in welcoming, accessible locations
- Offer in-person opportunities where appropriate

By fostering inclusivity, we ensure our engagement reflects the needs and aspirations of the whole community.



First Nations people



People with disabilities and their carers



Older people



People from CALD backgrounds



Children and young people



LGBTQIA+ community members

# 05

## How We Engage




- Our Approach
- Methods of Engagement

# Our Approach

Our approach to community engagement is guided by the International Association Public Participation (IAP2) Spectrum of Engagement. The table below describes the five levels of engagement within the spectrum.

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.

AIP2 Spectrum					
	Inform	Consult	Involve	Collaborate	Empower
<b>Our goal</b>	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 place final decision making in the hands of the public.
<b>Our promise to our community</b>	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.
<b>The role of our Community</b>	Listen	Contribute	Participate	Partner	Partner or Lead

INCREASING LEVEL OF PUBLIC IMPACT ON THE DECISION
 

# Methods of Engagement

Council uses a variety of communication methods and accessible channels to reach the community, supporting, promoting, and informing stakeholders about engagement activities.

These efforts align with Council's Communications Policy, which provides guidelines on how Council should interact with external stakeholders across these communication channels.

Types of Communication Channels	Methods of Communication and Engagement	Examples of Information Communicated
<b>Printed and Digital Publications</b>	<ul style="list-style-type: none"> <li>• Printed Newsletters</li> <li>• E-Newsletters</li> <li>• Letterbox Drops</li> <li>• Business Papers</li> <li>• Operational Reports</li> <li>• Emails</li> </ul>	<ul style="list-style-type: none"> <li>• Community News</li> <li>• Rates and Water Notices</li> <li>• Operational Plans and Updates</li> <li>• Project Updates</li> <li>• Engagement Activity Opportunities</li> <li>• Community and Council Event Information</li> <li>• Road Closures and Notices of Works</li> </ul>
<b>Media and Broadcast Communication</b>	<ul style="list-style-type: none"> <li>• Local Newspapers</li> <li>• Public Notices</li> <li>• Media Releases</li> <li>• Mayoral Messages and Updates</li> <li>• Local Radio Mayoral Update</li> <li>• Television Advertisements</li> <li>• News Stories</li> </ul>	<ul style="list-style-type: none"> <li>• Public Notices</li> <li>• Community News</li> <li>• Project Updates</li> <li>• Engagement Activity Opportunities</li> <li>• Community and Council Event Information</li> <li>• Road Closures and Notices of Works</li> <li>• Surveys and Feedback</li> </ul>
<b>Signage and Display Advertising</b>	<ul style="list-style-type: none"> <li>• Posters</li> <li>• Billboards and Banners</li> <li>• Flyers</li> <li>• Notice Board Advertisements</li> <li>• Fact Sheets</li> </ul>	<ul style="list-style-type: none"> <li>• Community News</li> <li>• Public Notices</li> <li>• Engagement Activity Opportunities</li> <li>• Community and Council Event Information</li> <li>• Local Tourism Attractions in the Parkes Region</li> </ul>
<b>Online Websites</b>	<ul style="list-style-type: none"> <li>• ReadSpeaker function for accessibility</li> <li>• Key information on Council Services</li> <li>• Visitor Information</li> <li>• Strategic Plans and Policies</li> <li>• News and Project Updates</li> <li>• Events</li> <li>• Public Notices</li> <li>• Business Papers and Reports</li> <li>• Surveys</li> <li>• Feedback Forms</li> </ul>	<ul style="list-style-type: none"> <li>• Community News</li> <li>• Operational Plans and Updates</li> <li>• Project Updates</li> <li>• Engagement Activity Opportunities</li> <li>• Community and Council Event Information</li> <li>• Road Closures and Notices of Works</li> <li>• Council Services</li> <li>• Surveys and Feedback</li> </ul>

Types of Communication Channels	Methods of Communication and Engagement	Examples of Information Communicated
<b>Social Media Engagement</b>	<ul style="list-style-type: none"> <li>• Posts</li> <li>• Reels</li> <li>• Stories</li> <li>• Project Photo Updates</li> <li>• Public Events</li> <li>• Items of Community Interest</li> </ul>	<ul style="list-style-type: none"> <li>• Community News</li> <li>• Public Notices</li> <li>• Community and Council Event Information</li> <li>• Engagement Activity Opportunities</li> <li>• Positive Community News Stories</li> <li>• Project Updates</li> <li>• Council Services</li> <li>• Surveys and Feedback</li> </ul>
<b>Phone and In-Person Engagement</b>	<ul style="list-style-type: none"> <li>• Workshops</li> <li>• Drop-In Sessions</li> <li>• Community and Focus Groups</li> <li>• Site Visits</li> <li>• Council Meetings</li> <li>• Customer Service Phone Calls</li> </ul>	<ul style="list-style-type: none"> <li>• Community News</li> <li>• Project Updates</li> <li>• Engagement Activity Opportunities</li> <li>• Surveys and Feedback</li> <li>• Customer Request Responses</li> </ul>



# 06

## When We Engage

- Integrated Planning and Reporting Framework (IP&R)
- Levels of Engagement
- When We Won't Engage
- Community Participation Plan

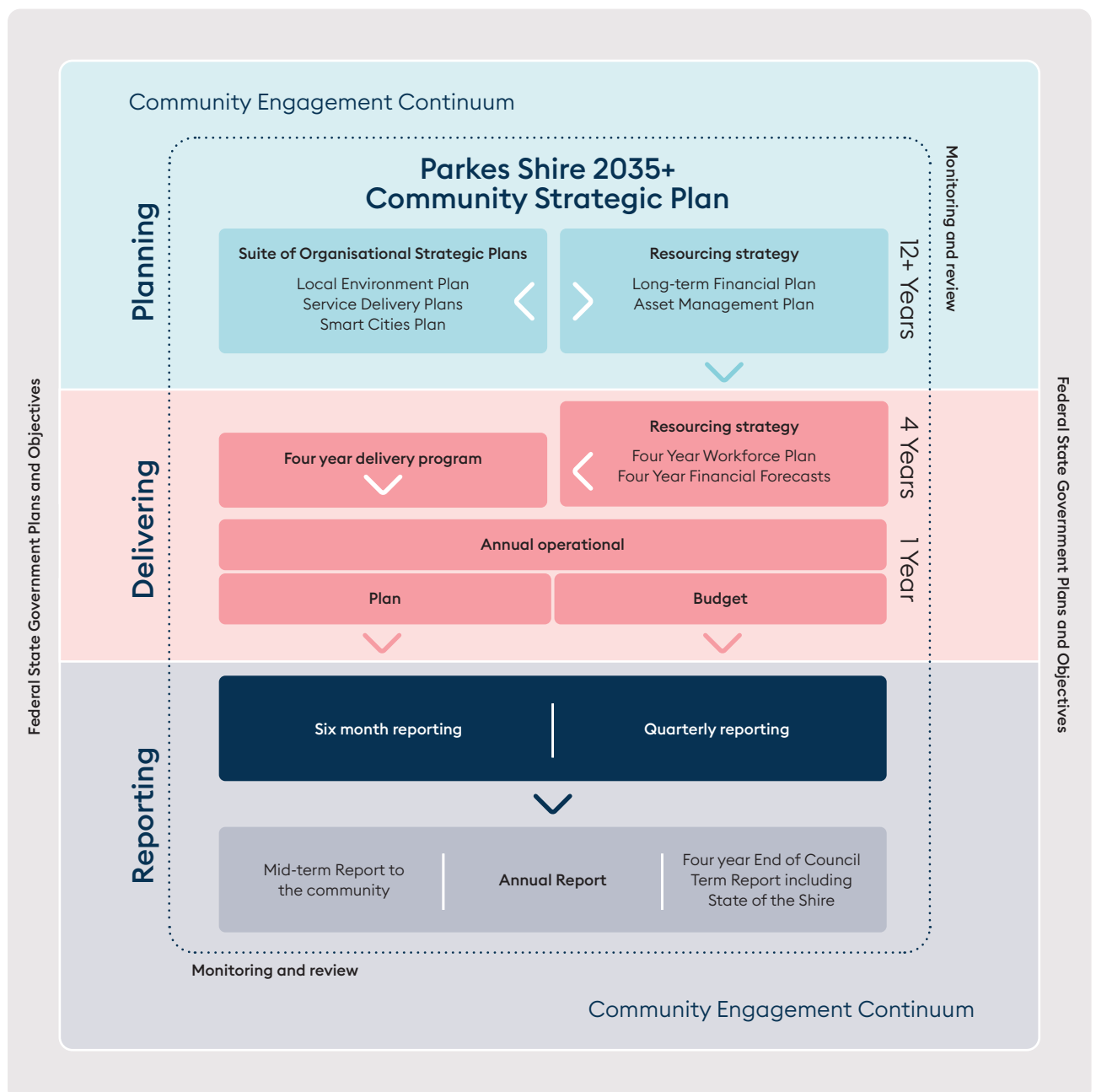
# Integrated Planning and Reporting Framework (IP&R)

Council's Integrated Planning and Reporting Framework (IP&R) Framework is underpinned by strong community engagement. Engagement with residents as well as businesses, State Agencies and Non-Government organisations is essential to creating plans that will truly represent the aspirations and needs of the local community.

Community engagement is built into the IP&R process to ensure that the Community is providing feedback, advice and direction to Council's activities. Community engagement is important when developing plans and strategies and in Council's reporting to ensure our community is informed about Council's works and operations.

At the beginning of the new Term of Office, every 4 years, Council involves and collaborates with the community when reviewing the Community Strategic Plan (10-year plan) and Delivery Program priorities.

Council engages with the Community, where appropriate, when considering a proposal to change a service or strategic direction. Engaging when a new project, plan or initiatives are being developed. Engaging when developing and/or changing a significant policy, strategy or plan.



# Levels of Engagement

To ensure consistency across the organisation, when making decisions that will impact our community, an engagement matrix was developed.

Level of Complexity	Description	Criteria	Levels of Engagement
<b>Significant</b>	High-impact issues affecting the entire community or multiple areas, requiring broad engagement.	<ul style="list-style-type: none"> <li>Existing or potential for strong community interest or controversy.</li> <li>Potential impact on strategic plans or policies.</li> <li>Significant effect on community well-being, culture, or environment.</li> </ul>	<ul style="list-style-type: none"> <li>Involve</li> <li>Collaborate</li> <li>Empower</li> </ul>
<b>High</b>	Issues with a substantial impact on a specific area or group, requiring focused engagement.	<ul style="list-style-type: none"> <li>Major changes to services, facilities, or infrastructure.</li> <li>Existing or potential for local-level controversy.</li> <li>High level of interest from affected communities.</li> </ul>	<ul style="list-style-type: none"> <li>Consult</li> <li>Involve</li> <li>Collaborate</li> </ul>
<b>Moderate</b>	Issues with a lower level of impact but still requiring input from affected groups.	<ul style="list-style-type: none"> <li>Some potential for controversy or differing opinions.</li> <li>Minor changes to services, policies, or programs.</li> <li>Localised impacts on specific community groups.</li> </ul>	<ul style="list-style-type: none"> <li>Inform</li> <li>Consult</li> </ul>
<b>Low</b>	Routine or minor changes with minimal community impact.	<ul style="list-style-type: none"> <li>No history of controversy or conflict.</li> <li>Minor operational changes or updates.</li> <li>Limited or no impact on broader community.</li> </ul>	<ul style="list-style-type: none"> <li>Inform</li> <li>Consult</li> </ul>

AIP2 Spectrum					
	Inform	Consult	Involve	Collaborate	Empower
<b>Our goal</b>	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 place final decision making in the hands of the public.
<b>Our promise to our community</b>	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.
<b>The role of our Community</b>	Listen	Contribute	Participate	Partner	Partner or Lead

INCREASING LEVEL OF PUBLIC IMPACT ON THE DECISION



# 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.

## Community Participation Plan

### Legislative Requirements

It is a statutory requirement for Councils in NSW to prepare a Community Participation Plan (CPP) which is intended to make it easier for the community to understand how to participate in planning matters in NSW.

The requirement to prepare a CPP applies to all relevant planning authorities under the Environmental Planning and Assessment Act 1979 (EP&A Act). A CPP sets out how and when planning authorities will engage with its community on the planning functions it performs (i.e. when Council is the consent authority).

The CPP must also set out the minimum public exhibition timeframes relevant to the planning authority that are provided in Schedule 1 to the EP&A Act.



# 07

## Planning the Engagement



→ Our Engagement Process

# Our Engagement Process

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 engagement that clearly outlines the following:

- The purpose of the engagement
- 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 communication channels and methods to support the engagement
- Risk management identification
- Budget
- Evaluation, feedback and reporting

## Step 2 - Engaging

We deliver our engagement process by communicating with 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 more a project impacts the community, the more information we'll share to help you provide thoughtful and informed feedback. This ensures we gather the right input to guide decisions. During this stage, we use tools that encourage deeper conversations and ensure everyone has the information needed to share their views.

## Step 3 - Analysis and Reporting

All the feedback gained through the engagement activities are reviewed and analysed, to provide a clear direction from the feedback and key themes identified from the community engagement. This information is presented back to the community and 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 are reviewed and adjusted accordingly. As part of Council's improvements processes all lessons learnt along the way are shared across Council. Evaluation considerations can 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

# 08

## Closing the Loop

- Measuring Our Success
- Action Plan

# Measuring Our Success

A key part of a successful engagement plan is regularly evaluating our activities to identify opportunities for improvement. Council uses a range of quantitative and qualitative metrics to measure the effectiveness of our engagement, based on the scope and type of each project. We track progress through tools such as feedback forms, community surveys, and online analytics. This helps us understand the reach of both passive stakeholders (those who may not directly participate but are still informed or affected by the project) and active stakeholders (those who are directly involved, providing feedback and engaging in discussions). We also assess the demographic profile of participants and how the data collected influences decision-making. By continuously monitoring our activities, we ensure they align with the principles and objectives of our engagement strategy.



# Action Plan



## Objective 1 - Our community is well-informed and has meaningful opportunities to participate in decision-making.

Actions	Measures
<ul style="list-style-type: none"><li>• Provide clear, accessible, and timely information.</li><li>• Offer diverse engagement opportunities (e.g., online, in-person, surveys).</li><li>• Promote engagement through multiple channels (e.g., website, social media, newsletters).</li></ul>	<ul style="list-style-type: none"><li>• Number of community engagement activities conducted per year.</li><li>• Community participation rates.</li><li>• Increase in digital engagement and social media interactions.</li><li>• Percentage of residents who feel informed about Council decisions.</li></ul>



## Objective 2 - We build trust through transparency, openness, and honest communication.

Actions	Measures
<ul style="list-style-type: none"><li>• Share regular updates on engagement outcomes.</li><li>• Clearly communicate how community feedback informs decisions.</li><li>• Promptly respond to media and community enquiries.</li><li>• Publish reports and engagement summaries.</li></ul>	<ul style="list-style-type: none"><li>• Number of public updates provided on council decisions and processes.</li><li>• Frequency of progress updates on key initiatives shared with the community.</li><li>• Community Satisfaction Survey Results.</li></ul>



## Objective 3 - Engagement is inclusive and encourages diverse voices.

Actions	Measures
<ul style="list-style-type: none"><li>• Ensure engagement considers place, diversity, and accessibility.</li><li>• Use technology to broaden participation and diverse input.</li><li>• Improve stakeholder information management for equitable representation.</li><li>• Provide engagement materials in accessible formats.</li></ul>	<ul style="list-style-type: none"><li>• Participation rates across diverse demographics.</li><li>• Number of targeted engagement sessions.</li><li>• Accessibility compliance of engagement materials.</li></ul>



## Objective 4 - Community input is valued and contributes to decision-making.

Actions	Measures
<ul style="list-style-type: none"><li>• Acknowledge and respond to community feedback.</li><li>• Demonstrate how feedback has shaped decisions.</li><li>• Align engagement with Council's Community Participation Plan.</li></ul>	<ul style="list-style-type: none"><li>• Community satisfaction with engagement process.</li><li>• Level of feedback incorporated into decisions.</li><li>• Number of engagement summaries published.</li></ul>



## Objective 5 - We embrace innovation and continuously improve our engagement approach.

Actions	Measures
<ul style="list-style-type: none"><li>• Regularly review and refine engagement methods based on feedback.</li><li>• Implement new engagement tools and technologies.</li><li>• Provide staff training on best engagement practices.</li><li>• Invest in Council's website as the core communication channel.</li></ul>	<ul style="list-style-type: none"><li>• Number of engagement methods trialled.</li><li>• Evaluation of engagement effectiveness through community feedback.</li><li>• Staff training completion rates.</li><li>• Community feedback indicates that people feel encouraged to contribute creative solutions.</li></ul>



# Parke's Shire Council strives to deliver progress and value to our community



