

COMMUNICATIONS AND COMMUNITY ENGAGEMENT STRATEGY

GOAL: To strengthen Council's relationship with community and enhance delivery of Council's corporate plan strategic priorities through meaningful communications and community engagement

CONVERSATIONS WITH OUR COMMUNITY HAVE SHAPED OUR STRATEGY



THE COMMUNITY WANTS TO HEAR ABOUT

- » Council decisions
- » Major project information
- » Upcoming events
- » General community updates
- » Disaster updates



THE COMMUNITY WANTS TO TALK ABOUT

- » Local projects and infrastructure developments
- » Council decisions
- » Roads
- » Open space use and maintenance
- » Local events

OUR APPROACH



COMMUNICATIONS ACTIVITIES

- » Monthly eNewsletter to replace all existing newsletters
- » Printed copies of newsletter supplied to key locations throughout the region
- » Regular content provided to community publications
- » Streamlined social media channels
- » Updated website
- » Works notices distributed prior to planned construction activities
- » New customer service processes to improve response times

ENGAGEMENT ACTIVITIES

- » Embed an organisational framework to ensure consistent and ongoing engagement
- » Annual community engagement exercise to understand the community's priorities
- » New online engagement portal
- » Regular engagement opportunities on projects and initiatives of importance to the community
- » Internal training to support community engagement