

Community Engagement Strategy including Community Participation Plan

December 2023

Community Engagement Summary

Council endorsed the draft Community Engagement Strategy including Community Participation Plan to be placed on public exhibition as an outcome of the Ordinary Council Meeting of Thursday 27 July 2023.

The engagement intent was to INVOLVE community members so they could participate and influence the final development of the strategy. Our approach included a diverse range of activities where members of the community could access the strategy, provide feedback and contribute in a way that was meaningful to the finalisation of the strategy.

A summary of engagement activities and resulting community participation is highlighted below.

How we reached you and raised awareness



36 days of engagement

25 September - 30 October 2023

- Customer Experience Centres
 - Wellington and Dubbo
- Macquarie Regional Library
 - Wellington and Dubbo



207 visits to YourSay page

- 3 project followers
- 2 Formal submissions
- 2 Poll contributions



Print advertisement and media release

- 2 advertisements in Dubbo Photo News and Daily Liberal



Digital engagement

- 5,542 social media impressions (the number of times a post appears)
- 235 social media engagements (the number of times a post was interacted with - which can be likes, shares, comments etc)



Community engagement activities

- 2 community events held across Dubbo and Wellington
- 30 conversations held, overall sentiment supporting the need for this strategy and the importance of staff being available to listen to community



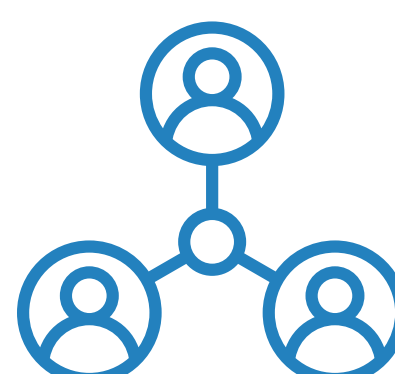
Video & Messaging

- 4 videos were created and shared to encourage our community to participate in the engagement activities being offered.



Direct mail drop

- 12,000 flyers dropped to properties across Dubbo & Wellington.



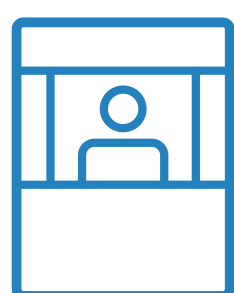
Stakeholder engagement

- Committee and Council meeting presentation
- Agencies & Government invited to participate

What we heard - YourSay

When asked:

What engagement channels do you think Council should put more resources into?



Preferred responses

- In person, information booths, drop in sessions at events & local markets
- YourSay - Council's engagement portal



When asked:

How well have we captured what community engagement is and why it is important?

2.5

How appropriately have we considered the individuals and groups that we may engage?

3

How well have we reflected 'when' Council might engage with community?

3

How well have we identified how Council will report on engagements and implement the Strategy?

1

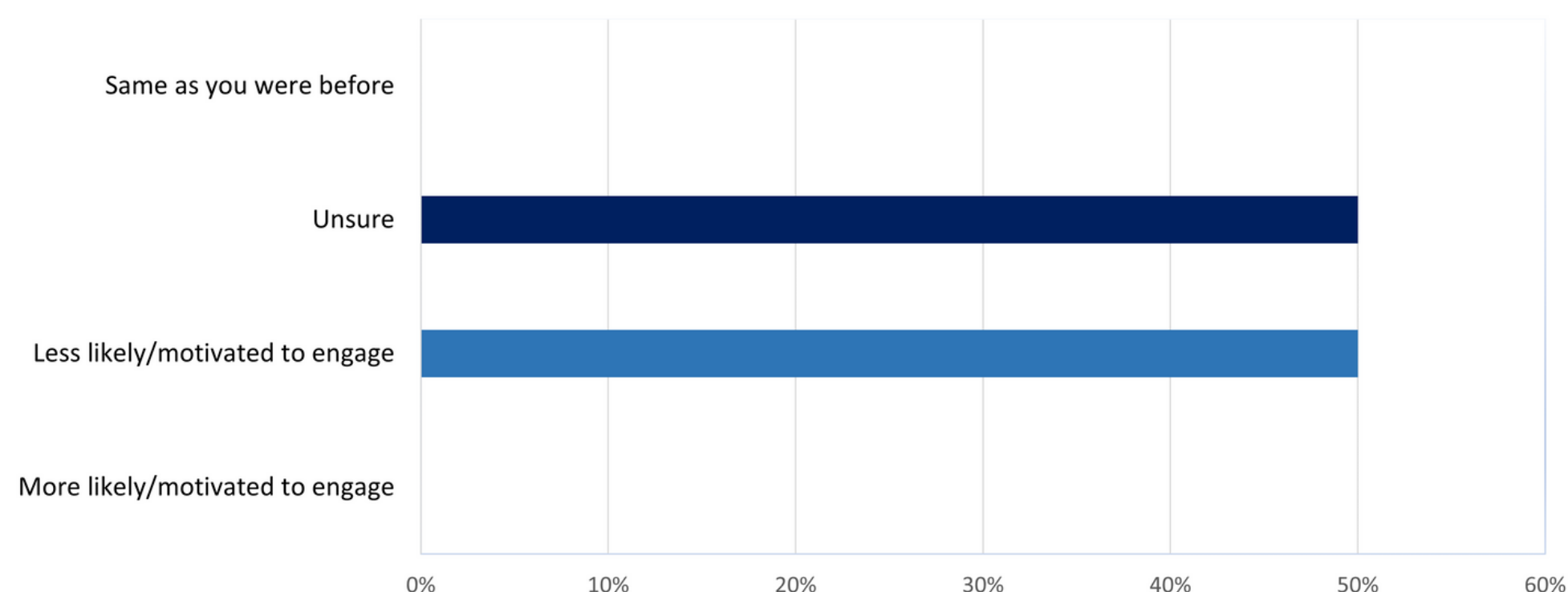
How clear have we been about 'how' Council will engage?

1.5



Answers were star rated from 1 lowest to 5 highest. Average responses are highlighted above.

If our engagement delivery reflects this strategy, would you be



Feedback

"The diagram was complex and unclear;
Report on engagements is clear."

"Most of this is images with no alt text, you should be providing accessible formats for people who use screen readers."

Sentiment from conversations - Overall

Community support the need for this strategy and the importance of staff being available to listen to community.

We can see Council in our villages and listening to our concerns. It helps when our residents are feeling 'heated' around topics impacting them.

Comments on Social Media

"You did not listen to the people from Chifley Dr you went with the developer too. Dose a good home to put a lane in."

"Council needs to do the job of a council. Common sense is what the citizen wants from their council which means road are kept up, garbage is picked up, parks are kept in good condition and clean drinkable water is supplied to homes and business."

Outcomes and next steps

- All community feedback will be considered, with a revised draft Engagement Strategy including Community Participation Plan to be presented to Council.
- A report will be provided to Council at the February Ordinary Council Meeting for endorsement.
- For more information on addressing Council or to view the live stream event please visit:
<https://www.dubbo.nsw.gov.au/About-Council/Meetings-and-Documents/council-meetings>
- All project followers and members who participated in this engagement activity will be notified of the outcome of Council.

We thank you for your participation and valuable feedback.