

Council Policy Name: Community Engagement

Responsible Directorate: Finance and Corporate Services

Version: Current

1. PURPOSE

1.1. The purpose of this Policy is to provide guiding principles for Engagement to enable Stakeholders to stay informed of matters that affect them and have the opportunity to make informed comment.

2. SCOPE

2.1. This Policy applies, where relevant, to City Councillors, employees and contractors who engage with Stakeholders in relation to the delivery of services, projects or the implementation of policies.

3. DEFINITIONS

Term	Meaning
Policy	This City of Busselton Council policy is titled “Community Engagement”.
Engagement	Connecting with community groups, organisations and individuals for the purpose of informed decision making. This may include some or all of the following objectives: <ul style="list-style-type: none"> • Informing Stakeholders • Consulting with Stakeholders • Involving Stakeholders in decision making • Collaborating with Stakeholders about decisions • Empowering Stakeholders to make a final decision
Stakeholders	Community members, groups or individuals that have an interest in the business of the City of Busselton.

4. STRATEGIC CONTEXT

4.1. This Policy links to Key Goal Area 6 of the City’s Strategic Community Plan 2017 and specifically the Community Objective 6.2 - Council engages broadly and proactively with the community.

5. POLICY STATEMENT

5.1. The City places high priority on Engagement which provides Stakeholders with the opportunity to participate in decision making processes at the appropriate level. Different levels of Engagement will be appropriate depending on the issue, Stakeholder objectives and characteristics, and the information to be relayed or obtained.

- 5.2. The City’s Engagement objectives are:
- a. Stakeholders are informed of matters that affect them;
 - b. Stakeholders are provided with sufficient information to make informed comment on matters affecting them;
 - c. it is easy for Stakeholders to comment and access information at project milestones;

- d. all comments received are given due consideration by decision makers; and
 - e. Stakeholders who provide comment are informed of the outcome.
- 5.3. The following principles guide the City in achieving its Engagement objectives:
- a. encourage broad Stakeholder representation;
 - b. minimise barriers to participation by considering people’s different needs;
 - c. clearly state the purpose of the Engagement initiative and any associated limitations or constraints;
 - d. make relevant information readily available, accurate and easy to understand;
 - e. allow sufficient time and opportunity for Stakeholders to participate;
 - f. listen to Stakeholders and provide feedback about how the information gathered is to be used to inform the outcome; and
 - g. allocate appropriate resourcing for the development and implementation of effective and efficient Stakeholder Engagement.
- 5.4. As a general rule, the City will undertake Engagement when:
- a. a decision is likely to have significant impact on a particular individual or group in the community;
 - b. a decision is likely to have a significant impact on the broad economy, lifestyle, or environment of the City and its residents;
 - c. there is, or is likely to be, strong community concern or interest in the issue;
 - d. the resolution of an issue or implementation of a proposal is likely to require a substantial redirection of ratepayer funds;
 - e. the future use of a strategic area of land within the City is being decided;
 - f. information is needed to inform future strategic and community planning;
 - g. the City has statutory obligations to consult; or
 - h. Council otherwise determines it to be appropriate.
- 5.5. Engagement may not be undertaken where:
- a. a decision must be made quickly in the interests of the City;
 - b. the City is bound by legal, commercial or legislative constraints;
 - c. the City is unable to influence a decision being made by another agency or party;
 - d. the decisions concern ‘day to day’ operational matters.
- 5.6. It is important that Councillors are made aware of Engagement occurring within the City. Councillor feedback will be sought prior to engagement commencing on projects that set a direction or define a position for the City, have a high level of media interest, or are considered high risk under the City’s Risk Management Framework.

6. RELATED DOCUMENTATION / LEGISLATION

6.1. Media and Public Statements Policy

7. REVIEW DETAILS

Review Frequency		3 yearly		
Council Adoption	DATE	9 September 2020	Resolution #	C2009/106
Previous Adoption	DATE		Resolution #	