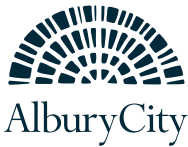# Engaging Albury Implementation Plan

AlburyCity

The following actions impact communications and engagement across the organisation and out into our community. Actions identified within Engaging Albury to improve community engagement are the responsibility of all AlburyCity teams and will be initiated and driven by our people for the life of the Strategy. The engagement processes, the development of stakeholder engagement plans, and determination of best methods to engage will be guided and supported by the Communications and Engagement team.

Strategic Objective 1.	Actions	23/24	24/25	25/26	26/27	27/28
To listen to our community and build trust in council decision-making. What will encourage our community to be actively involved in shaping decisions?	Embed engagement into the planning phase of projects to ensure all who are potentially impacted, or have an interest in contributing, receive appropriate engagement	●	●	●		
	Introduce enhanced and accessible customer-centric Digital Engagement Platform	●	●			
	Evaluate the feasibility of having fixed electronic message boards to display key messages.	●	●			
	Scope the introduction of community partnering through identified community groups	●	●			
	Build calendar of proactive 'in-community' engagement activity including events, pop-ups, and 'Coffee with Council'	●				
	Increase opportunities for our Councillors to engage with our community	●	●	●	●	●

Strategic Objective 2.	Actions	23/24	24/25	25/26	26/27	27/28
To deliver meaningful, clear, and accessible communications How are we going to cut through in a cluttered communications environment? Let's get the right message, to the right people, at the right time, using the right channel.	Continue to build our targeted Email Subscription Databases	●	●			
	Redevelop the AlburyCity Website to meet current best practice and improve the customer experience	●	●			
	Develop our Social Media capability and increase followers across core channels	●	●	●		
	Ensure our website is and remains a single source of truth	●	●	●	●	●
	Build a regular 'In your community' Video-based Communications Program		●	●		
	Continue to embed IAP2 principles at AlburyCity	●	●	●	●	●

Strategic Objective 3.	Actions	23/24	24/25	25/26	26/27	27/28
To seek out and facilitate involvement of community members interested in or potentially impacted by Council decision making How can we ensure our community are aware of engagement opportunities, especially harder to reach audiences? Have we considered all possible stakeholders who may be affected?	Review Stakeholder Engagement Plan template and process	●				
	Ensure Stakeholder Engagement Plan is developed for every project or initiative that may impact, or be of significant interest to, our community	●	●	●	●	
	Work with AlburyCity Project Management Office to strengthen creation of steering groups for projects	●	●	●		
	Develop template to assist in determining a list of potential stakeholders	●				
	Improve marketing and promotion to raise awareness of community engagement activities	●	●	●	●	●

Strategic Objective 4.	Actions	23/24	24/25	25/26	26/27	27/28
To inform our community how their feedback contributed to Council's considerations or decision. Why did you consult? What did you find out? What did you do with the feedback? What was the final decision? What happens next? We can build trust and achieve greater participation if our community learn how their feedback contributed to Council decision-making.	Ensure closing the loop communications clearly explain reasons for decisions	●	●	●	●	●
	Develop a standardised template to complete at the finish of all engagement activities.	●				
	Create Have Your Say page to include summary results of AlburyCity engagement activity	●				

Strategic Objective 5.	Actions	23/24	24/25	25/26	26/27	27/28
To proactively share our story through a range of channels. We impact the lives of our community in many ways. Through sharing what we are up to and the plans for our community, we are building trust and brand value.	'Own' our Message by Developing a Digital Newsroom		●	●		
	Develop an AlburyCity App to enable community connection 'on the go'		●	●	●	
	Extend Communications & Media Training to broaden ability of subject matter experts to represent AlburyCity	●				
	Continue 'All About Albury' newsletter	●	●	●	●	●
	Consider new and emerging technologies to improve engagement reach	●	●	●	●	●
	Continue to build and maintain strong relationships with the media	●	●	●	●	●
	Work across the organisation to identify newsworthy stories	●	●	●	●	●
	Develop PMO community dashboard	●				