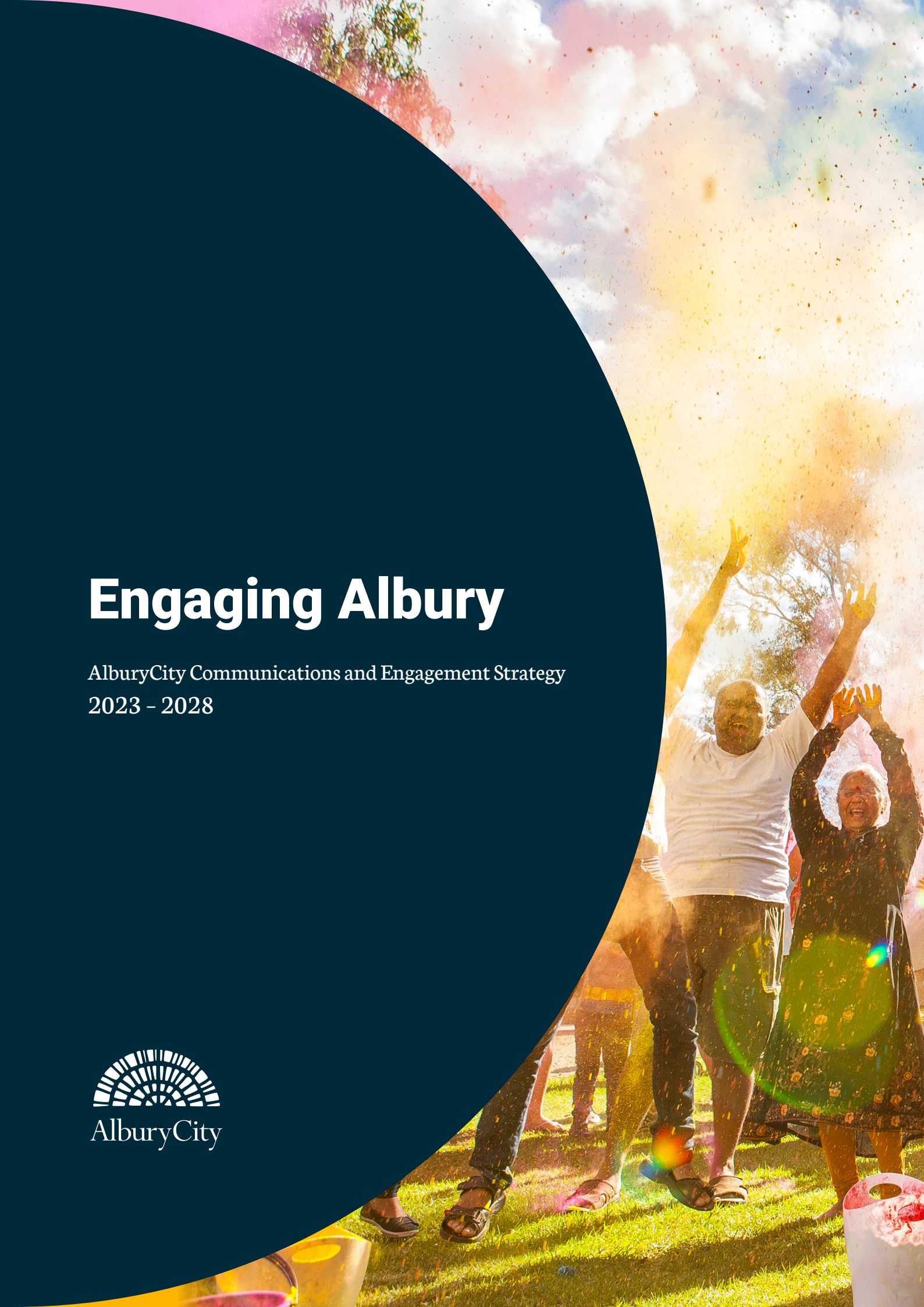


Engaging Albury

AlburyCity Communications and Engagement Strategy
2023 – 2028





AlburyCity acknowledges the Wiradjuri people as the traditional custodians of the land in which we live and work, and we pay our respects to Elders past, present and future for they hold the memories, culture, tradition and hopes of the Aboriginal and Torres Strait Islander people that contribute to our community.

AlburyCity-dyu yindyamali Wiradjuri mayiny. Wiradjuri bala walumaldhaanygalang ngurambang-gu. Ngurambang-ga ngiyanhi murunwigi yindyamali-yanhi mudyigaanggalam-bu balumbambal-bu. Nganhaguliyalaa wirimbili giilanggalam-bu winhangangidyal-bu Wiradjuri-giyalang-bu ngurambangguwal-giyalang-bu

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A Message from our Mayor

It is our pleasure to share with the community our AlburyCity Communications and Engagement Strategy 2023-2028, Engaging Albury.

Engaging Albury reinforces our commitment to engaging with our community early and often on the projects, initiatives, strategies and plans that matter to them.

Community engagement is a collaborative approach that ensures our community feel that they have been informed and have had the opportunity to be heard. This allows for more effective decision-making and the creation of a harmonious community.

We aim to give the community multiple touchpoints to engage with us on a particular issue, using a variety of methods of engagement that suit everchanging lifestyles. This could be online or in-person, one-on-one or in a group setting, and much more.

The strategy contains a range of objectives and actions that will underpin all our community engagement activities and will ultimately assist in making our Engaging Albury Vision a reality.

Thank you to our community, stakeholders, Councillors, Youth Council and our AlburyCity teams for working in partnership to deliver effective community engagement practices, as highlighted in our Communications and Engagement Strategy – Engaging Albury.

Kylie King
AlburyCity Mayor

Executive Summary

The purpose of our Communications and Engagement Strategy – *Engaging Albury* is to ensure we undertake a consistent and considered approach to engaging with our community. We will seek early input from our community and stakeholders to guide our projects, services, and strategic direction. This will involve working with identified groups or individuals that may be affected by a particular decision or activity to provide an opportunity for them to be informed and to be heard. We are seeking an outcome that those affected and impacted by our projects, activities and services will feel they have contributed to and are more informed and satisfied with the final decision.

More than ever our community controls when, how and where information is sourced and consumed. This means we need to respond by delivering timely and relevant information in a way that fits in with the lives of our community. We must listen as well as inform, think about our audiences, master new digital technologies and constantly update our skills in order to keep ahead of the extraordinary pace of change. We will continue to keep people informed, provide consistent messaging to reinforce what we stand for, demonstrate value for money spending and provide opportunities for community input into decision-making.

Effective implementation of ‘Engaging Albury’ will be guided by our Vision, Mission, Principles and Objectives. Our People will align with, and seek to achieve, these strategic directions while engaging with our community.



Our Engaging Albury Vision

‘We are a trusted and connected Council, valued for our information-sharing and engagement with our community to ensure effective, innovative and informed decision-making’.

Our Engaging Albury Mission

We engage early, we engage often and create opportunities for a collaborative community.

Our Engaging Albury Principles

Our principles underpin the way we will engage with our community. Our People will consider each of these principles as part of the development of engagement opportunities:

- 1. We seek, we listen to, and we value community feedback.
- 2. Our communication delivery is meaningful, accessible, clear, and transparent.
- 3. Our communication is planned and responsive to community needs.
- 4. Our interactions are two-way with opportunity for input into decision-making.
- 5. Our engagement processes are inclusive, accessible, and equitable.

Our Engaging Albury Objectives

Our objectives provide outcome statements on which to measure our progress towards the Engaging Albury Vision. Each objective will encompass a range of actions that are outlined in a separate Engaging Albury Implementation Plan. Actions will be reviewed annually to make sure they remain consistent with community needs.

- 1. To listen to our community and build trust in council decision-making.
- 2. To deliver meaningful, clear, and accessible communications.
- 3. To seek out and facilitate involvement of community members interested in or potentially impacted by Council decision making.
- 4. To inform our community how their feedback contributed to Council’s considerations or decision.
- 5. To proactively share our story through a range of channels.

Engaging Albury 2023-2028 will help us deliver our commitments and priorities under the legislated Integrated Planning and Reporting Framework, including the Towards Albury 2050 Community Strategic Plan. We will ensure a greater awareness of AlburyCity engagement activities amongst our community and provide diverse and accessible opportunities for our community to be informed and have a say. Through a focus on our audiences, and an on-brand approach to informing and engaging our audiences, we will support and enhance the experience of living in, and contributing to, our community. Council decisions cannot always be made solely based on community input because information we receive from our community must be balanced alongside other important factors. We will listen, assess, and implement community input where possible and provide feedback as to how this was used in determining the outcome.

This Strategy was developed in consultation with our community, our Councillors, our Youth Council and Our People.

Community Engagement and the Integrated Planning and Reporting Framework

The development of Engaging Albury will ensure compliance with the Local Government Act 1993 - Section 406 Integrated Planning and Reporting (IPR). The IP&R framework describes the system of integrated planning for local government in NSW. The aim of the framework is to ensure that Councils:

- Integrate community priorities into council strategies and plans.
- Support community and stakeholders to play an active role in shaping the future of the community
- Articulate the community's vision and priorities.
- Maintain accountability and transparency by regular monitoring and reporting.

Informed by the IP&R framework, Albury's Community Strategic Plan – Towards Albury 2050 must be reviewed every four years in line with local government elections. Under the Local Government Act 1993, Council must prepare and implement a 'Community Engagement Strategy' based on social justice principles for engagement with the local community. Towards the end of the four-year period, the Community Engagement Strategy created to inform the review of Towards Albury 2050 will be developed in consideration of Engaging Albury principles and the social justice principles of access, equity, participation and rights.

The IP&R Framework includes Council's four-year Delivery Program and one-year Operational Plan. The four-year Delivery program details all actions required by Council to implement the Community Strategic Plan over the four-year period, and the one-year Operational Plan identifies specific initiatives that will be completed each year. These Council plans are developed and adopted in consultation with our community.

As a key partner and custodian of Towards Albury 2050, we must ensure that our promise as council reflects the vision set for the city and that our engagement activity focuses on the priority themes identified by our community.

Engaging Albury will help deliver the community vision to be:

"A nationally significant regional city that is vibrant, innovative, connected, and inspired by its culture, environment and location on the Murray River."

We will focus our activity on the following Towards Albury 2050 themes:

- A Growing Sustainable Economy
- A Caring Community
- An Enhanced Natural Environment
- A Leading Community

Specifically, under Theme Four – A Leading Community

Outcome 4.2 Albury collaborates as a community to plan for the future and work towards a shared vision.

Action 4.2.1: The community is consulted and engaged on important decisions in two-way conversation that results in informed decision making and shared leadership.

Action 4.2.2: Use innovative engagement technologies and tools to facilitate conversations that involve the community in local matters.

AlburyCity Corporate Success Pillars:

Effective implementation of Engaging Albury will assist in the achievement of four of our six Corporate Success Pillars.

Community First	Improving community satisfaction, engagement, provision of information and community input to council decision-making.
Engaged People	Our people will feel better informed and empowered about methods and processes to engage with our community for better project outcomes. An Internal Engagement Strategy to be developed and include internal engagement principles.
Service Excellence	Delivery of Council's Operational Plan under the IP&R framework. Ensuring effective stakeholder engagement can ensure better and more timely project outcomes.
Good Governance	Improving transparency of decision-making and gaining community trust.



Community Participation Plan

A separate Community Participation Plan has been prepared to satisfy the requirements of Division 2.6 of the Environmental Planning and Assessment Act 1979 (EP&A Act). The Plan is available on Council’s website - [Community Participation Plan | AlburyCity \(nsw.gov.au\)](#)

Section 2.23 of the EPA&A Act, states:

(1) ‘A planning authority ... is required to prepare a community participation plan about how and when it will undertake community participation when exercising relevant planning functions’.

What does this mean?

In addition to engagement processes within Engaging Albury, we have an ongoing commitment to our community specifically in relation to planning matters:

- Our community has a right to be informed about planning matters that affect them.
- We encourage effective and on-going partnerships with our community and provide meaningful opportunities for community participation in planning.
- The information we use will be in plain language and easily accessible.
- We will use new technologies including online opportunities for engagement and notification where available and appropriate.
- We will engage with our community early in the strategic planning process.
- We will be inclusive and ensure that the views gathered are representative of the affected community.
- Our planning decisions will be made in an open and transparent manner, and our community provided with reasons for decisions made.

The purpose of the Community Participation Plan is to clearly explain how and when we will undertake community engagement in relation to planning matters such as:

- Development Consent functions, for example assessment and determination of development applications, including revised plans, modifications and review of applications.
- Strategic Planning functions, for example exhibition of draft strategic plans including a Local Strategic Planning Statement, Planning Proposal, Local Environmental Plan (LEP) and Development Control Plan (DCP).

The Community Participation Plan developed under Division 2.6 of the Environmental Planning and Assessment Act 1979 is relevant to planning matters only. Community engagement for other Council services, functions and infrastructure is guided by Engaging Albury.

Delivering together – Our Partnerships

Combined, Albury Wodonga is one of Australia’s largest regional economies and this, combined with our location on the NSW/Victorian border, provides opportunities for strong partnerships and joint initiatives. With a population of around 100,000, Albury Wodonga is a major centre providing employment, shopping, education and critical health, professional, recreational, entertainment and cultural services for the region’s residents.

Engaging Albury continues to recognise the value of collaborative arrangements, such as Two Cities One Community and the Albury Wodonga Regional Partnerships Projects, and we will work together to engage our neighbours and our partners to realise the shared vision to plan, develop and grow the Albury Wodonga Region.

Our AlburyCity Brand

Engaging Albury aligns with our AlburyCity brand proposition and identity. Our brand platform defines why we do what we do, who we do it for, what we promise and how we deliver on that promise.

Our story is anchored in how we empower progress, serve with excellence and take care of our place.

Empowering Progress	Serving with Excellence	Taking Care of Our Place
We empower our city and region to strive for more and to champion the significance of Albury as a national destination for life, work, culture, sport, entertainment, environment and investment. We are the connection point to make bigger, better things happen.	We employ a dedicated team of fresh thinkers and doers who will convert new ideas into action and collaborate every step of the way to deliver the most enjoyable and well-maintained city for our community.	We are caretakers and custodians of a very special, unique place. We are committed to enhancing the experience of living on the Murray River, preserving our nature’s abundance and promoting our region as a gateway to many, varied environments and landscapes.
This narrative pillar covers: Planning Development New infrastructure New services and facilities Community consultation and leadership Working with our various partners and stakeholders Leading our region	This narrative pillar covers: All our essential services and administration Customer experience functions Communication about, and to, Councillors and our people, and support around how they interact with the community Community facilitation and collaboration	This narrative pillar covers: Our natural environment and our role in preserving and enhancing it Development and improvement of our natural experiences, our facilities, and servicing our parks and natural areas Our leadership role in promoting the natural diversity of our region

Our Brand Vision

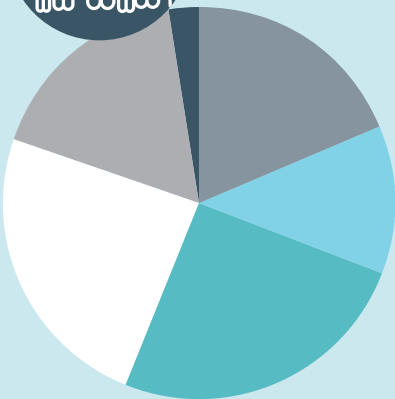
AlburyCity is recognised as the facilitator of a thriving, resilient and liveable city full of opportunities, and the custodians of an environment like no other, and ensuring Albury is a great place to live, work and invest, today and into the future.

Our Community



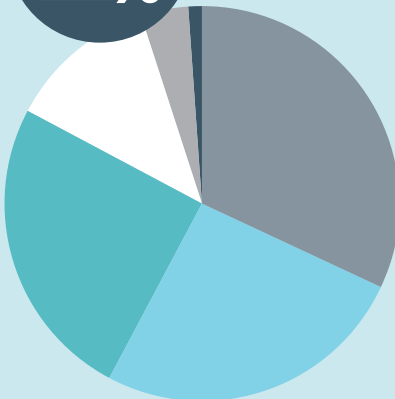
Top 3 languages spoken

- English
- Nepali
- Punjabi



Age distribution

- 18.8% aged 14 and below
- 12.1% aged 15-24 years
- 25.3% aged 25-44 years
- 24.2% aged 45-64 years
- 17.1% aged 65-84 years
- 2.5% aged 85 and above



Household composition

- 22,182 households
- 32% Lone person households
 - 26% Couple families without children
 - 25% Couple families with children
 - 12% One parent families
 - 4% Group households
 - 1% Other families



Top 3 occupations

- Professionals
- Technicians and Trade Workers
- Community and Personal Service Workers



Population diversity

- 1 in 26 people are Aboriginal or Torres Strait Islanders
- 1 in 8 people were born overseas

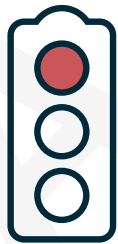


Education profile

- Of the people aged 15 and above
- 45.9% have completed Year 12
 - 19.2% have attained a university qualification

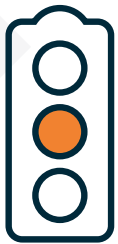
Our Audience

Our audiences are all members of our community. They are residents, businesses, workers, community groups, partners, investors and other levels of government, as well as our people and our Councillors. It is important to understand more about who makes up our audience groups, what they care about and what they expect from us. At this broader level, we focus primarily on attitudes and behaviours rather than demographics. We know across our whole community we have people who feel negatively, or antagonistic towards us (in general, or about a specific issue); people who feel ambivalent about us, are hesitant and unsure (often until something directly impacts them); and people who feel positively towards and motivated by us.



Unsatisfied

- Unhappy
- Unmet expectations
- Demanding
- Confrontational



Unsure:

- Disengaged
- Unmotivated
- Unaware
- Issues-based



Satisfied:

- Positive
- Engaged
- Proactive
- Celebratory

Our communications and engagement needs to:

- Foster more understanding and positivity with our unsatisfied audience and help manage their expectations.
- Build more awareness and engagement with our unsure audience and nurture a positive relationship with them. If motivated in either direction, our unsure audience may move to become satisfied, or unsatisfied depending on the issue.
- Embrace, support, maintain and celebrate with our satisfied community members.

Open and regular engagement with our community can help build trust and, over time, provide a mechanism to move a dissatisfied or unsure audience closer towards a more satisfied audience. If we can understand what is driving our audience satisfaction, we can work with them to deliver an outcome that is more meaningful to them.

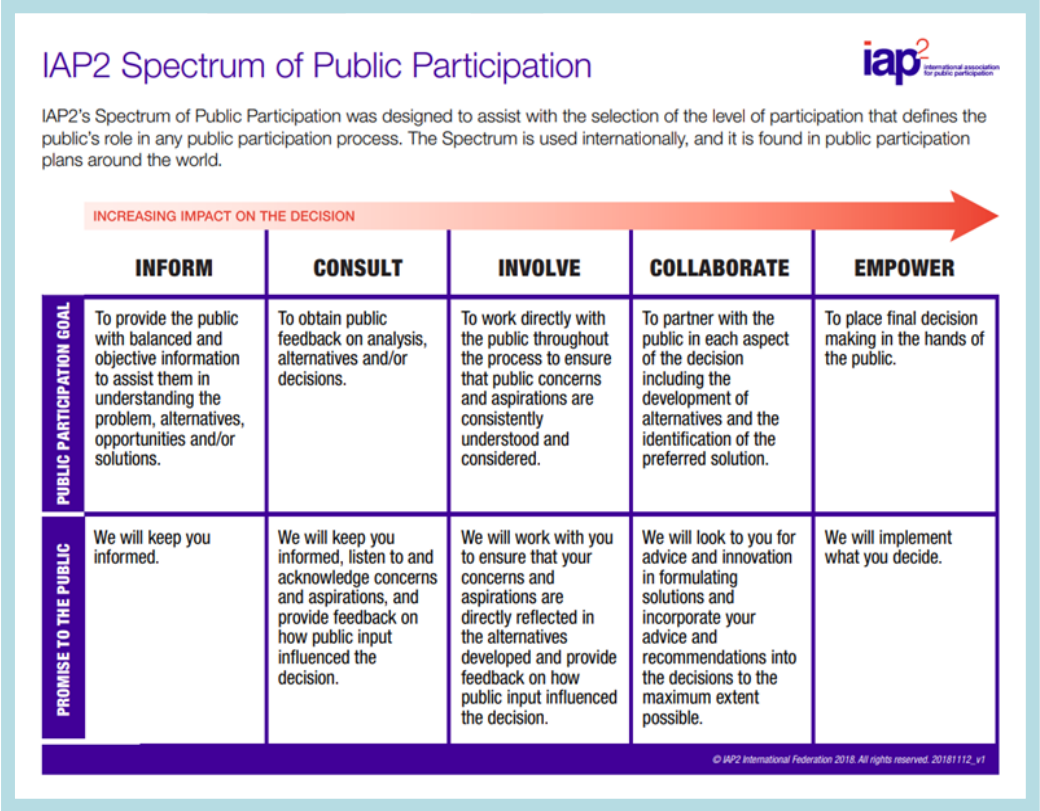
International Association of Public Participation (IAP2)

The IAP2 developed an international framework for engagement which is considered a best practice benchmark worldwide. A number of AlburyCity leaders have been trained in the IAP2 framework and AlburyCity continues to support the IAP2 core values and the public participation spectrum.

IAP2 Core Values:

- 1. The public should have a say in decisions about actions that could affect their lives.
- 2. Public participation includes the promise that the public’s contribution will influence the decision.
- 3. Public participation promotes sustainable decisions by recognizing and communicating the needs and interests of all participants, including decision makers.
- 4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision.
- 5. Public participation seeks input from participants in designing how they participate.
- 6. Public participation provides participants with the information they need to participate in a meaningful way.
- 7. Public participation communicates to participants how their input affected the decision.

IAP2’s Public Participation Spectrum is designed to assist with the selection of the level of engagement in any community engagement process. The Spectrum shows that differing levels of participation are legitimate depending on the goals, time frames, resources and levels of concern in the decision to be made. There may be different engagement levels during different stages of the one community engagement process.



Social Justice Principles

Engaging Albury has been developed based on consultation with our community to provide us with the future direction for AlburyCity communications and engagement. The following social justice principles underpin our communication and engagement processes:

Equity	Involving fairness in decision making, prioritising and allocation of resources, particularly for those in need.
Access	Fair access to service, resources, and opportunities to improve quality of life for all.
Participation	Genuine opportunities to participate in decisions which affect our community.
Rights	Equal rights established and promoted, with opportunities available to people from all backgrounds to participate in community life.



How does engagement influence our decision-making?

We will work with identified groups or individuals that may be affected by a particular decision or activity. We hope that because of our engagement with our community that those affected have contributed to, and are more informed and satisfied, with the final decision.

It is not always the case however, that decisions will be made solely based on community feedback. There are a range of other elements that need to be considered during the decision-making process. Feedback we receive from our community must be balanced alongside other important factors including:

- Legislation and case law
- Budget impacts
- Council policies and resolutions
- Subject matter expert advice (professional and technical)
- Social impacts
- Economic impacts
- Environmental impacts
- Adopted plans and strategies.
- Previous decisions and precedents

We will ‘Close the Loop’ and ensure that our community understand how their contributions have influenced the outcome or decision.

At times we are required to communicate, inform, advertise, and/or engage under specific legislation, AlburyCity will comply with Acts or Regulations as necessary.



What our community told us:

To help develop this Strategy we undertook a series of engagement activities and also considered the consultation results from the development of Towards Albury 2050, and our community’s satisfaction as told to us through our regular Community Satisfaction Surveys.

Towards Albury 2050

Extensive consultation was completed prior to the development of Towards Albury 2050 during 2022. Our community said they value:

- participation in decision-making on issues that impact them,
- increased transparency, honesty and fairness among leaders
- improved partnerships between Albury and Wodonga to support our cross-border community
- the promotion of Albury as a city with vibrancy and to be known as a leading regional city
- increased diversity in leaders for our city
- collaboration between all members of the community and leaders
- facilitation of two-way conversations
- involvement of youth in leadership initiatives and developing their capabilities as future leaders

Community Satisfaction Survey

We conduct a Community Satisfaction Survey every two years to understand and identify community priorities, explore resident experiences when contacting Council, and to measure overall satisfaction with Council’s performance. The survey is undertaken by independent consultants via a computer-generated random selection process and face to face at a number of locations across Albury. The survey results are a statistically valid representation of the Albury community with a maximum sampling error of plus or minus 4.9% at 95% confidence. This means that if the survey was replicated with a different group of residents, that 19 times out of 20 we would expect to see the same results.

The Community Satisfaction Survey helps us identify what is important to the community, what we are doing well, where we need to place more focus, and areas for improvement.

In relation to communications: For those that had contacted Council in the 12 months prior to the survey, the Community Satisfaction Survey told us:

	2022	2020
Satisfaction with ease of contact with Council	92%	91%
Satisfaction with how the contact was handled	84%	87%
Residents indicated that they were satisfied with Council’s level of communication	87%	90%
Overall satisfaction with AlburyCity (across all functions and services)	90%	93%

While there are many issues that are important to our community, there are some that make up the main drivers of community satisfaction. If resident satisfaction with these drivers were to suddenly change, it would have an impact on overall community satisfaction.

It is important to consider these drivers within ‘Engaging Albury’ because some relate specifically to communication and engagement.

Key Drivers of satisfaction:

2022	2020
Long term planning for Albury	Provision of Council information to the community
Community input into Council decision-making	Town Planning decisions
Provision of Council information to the community	Long term planning for Albury
Riverside Parks	Overall condition of the road network
Town Planning decisions	Appearance of the city

Visit our AlburyCity website for the full report and results from previous years.
[Community satisfaction survey | AlburyCity \(nsw.gov.au\)](#)

2023 Community consultation












On March 27, 2023, Council endorsed the scope and stakeholder engagement plan to review and develop AlburyCity Communications & Engagement Strategy 2023 – 2028.

The endorsed engagement plan outlined five weeks of community consultation from 27 March 2023 using the following methods to engage our community:

- Have Your Say survey on AlburyCity website.
- Face to face pop-ups in shopping centres
- Face to face pop-ups at events
- Links to the survey on social media posts
- Social media calls to action
- AlburyCity News
- Survey at libraries
- Media releases and Border Mail content

At the completion of the five weeks consultation, we had received 154 community responses to the community consultation survey.

External Community Consultation Survey results

How well does AlburyCity engage with you?	Agree (%)	Disagree (%)
 Communications I receive from AlburyCity are easy to understand	60	10
 AlburyCity offers a range of opportunities for me to have my say	55	16
 The ‘Have your Say’ engagement website provides me with an easy way of providing feedback on important issues	53	9
 I find it easy to provide feedback to AlburyCity	47	19
 I feel like AlburyCity seeks to understand my needs	41	30
 AlburyCity seeks out a diverse range of views when engaging with the community	39	26
 AlburyCity is open and transparent when communicating with me	34	26
 I feel like my contributions to AlburyCity are heard	33	32
 AlburyCity keeps me informed about topics that matter to me	32	30
 I know when AlburyCity is engaging on issues that matter to me	31	37
 AlburyCity lets me know how the community engagement has influenced decisions	26	39
 AlburyCity keeps me informed about cross-border matters	18	37



Responses showed the following preferences to be informed about Have your Say opportunities:

1. email
2. the corporate website
3. at the location of the project/initiative and
4. face-to-face

Responses showed the following preferences to participate in Have your Say opportunities:

1. email
2. face-to-face
3. the corporate website and
4. at the location of the project/initiative

Responses showed a preference is to receive local Council news and information via:

1. email newsletter
2. AlburyCity website
3. Via social media, traditional media
4. With rates notice
5. Text message

Responses showed the top five AlburyCity services and facilities respondents want to hear about:



Events



Environmental issues



Planning and development



Recreation and leisure



Community services

How would you rate the communication you currently receive from AlburyCity? (%)



Listening to the information gathered through the wide-ranging engagement approaches has enabled us to develop a five-year strategy that demonstrates a commitment to community engagement and telling our AlburyCity story.

The following Engaging Albury Vision, Mission, Principles, and Objectives have been developed in response to community needs. A separate Engaging Albury Implementation Plan has been developed to allow an annual review of actions. Through the implementation of the actions, and in association with other integral AlburyCity strategies, we aim to improve the satisfaction, lifestyle, experiences and wellbeing of our residents and visitors to Albury.

Our Engaging Albury Vision

We are a trusted and connected Council, valued for our information-sharing and engagement with our community to ensure effective, innovative and informed decision-making.

Engaging Albury Mission

We engage early, we engage often and create opportunities for a collaborative community.

Our Engaging Albury Principles

Open and regular communication with our community will deliver a range of benefits including strong positive relationships, generating support and participation, and raising awareness of our programs, activities and services.

To do this effectively, we are guided by the following five principles. In creating communication and engagement content, Our People will align and build the activity while considering these principles.

1. We seek, we listen to, and we value community feedback.
2. Our communication delivery is meaningful, accessible, clear, and transparent.
3. Our communication is planned and responsive to community needs.
4. Our interactions are two-way with opportunity for input into decision-making.
5. Our engagement processes are inclusive, accessible, and equitable.

Our Engaging Albury Objectives

Our Objectives are specific statements that will provide us with direction-setting outcomes. Achieving these objectives will move us closer to our vision. Each objective has several projects or actions for us to work towards over the life of the strategy.

1. To listen to our community and build trust in council decision-making.
2. To deliver meaningful, clear, and accessible communications.
3. To seek out and facilitate involvement of community members interested in or potentially impacted by Council decision making.
4. To inform our community how their feedback contributed to Council's considerations or decision.
5. To proactively share our story through a range of channels.

When do we engage?

Community engagement can be defined as “A planned two-way process to work with identified groups of people or individuals whose wellbeing may be affected by a particular decision or activity”.

We utilise two main types of engagement at AlburyCity:

- 1. The first critical component to our engagement process is engaging early. This will identify and consider issues potentially affecting individuals or groups before decisions are made. Our people will undertake this engagement at the front end of any strategy, project or action through a range of engagement methods.
- 2. The second type of engagement is where we will seek feedback on drafts prior to finalising, or adoption of Council. This input on the final draft document is undertaken through ‘Public Exhibition’.

Closing the loop is a very important step in the engagement process, regardless of type. At the conclusion of the engagement period, our community will be informed as to how their feedback was used to reach the final decision and the outcome.

Have your Say

We engage early, we engage often and continually throughout the development and implementation of all strategies, plans, policies, and projects.

Prior to the development of a strategy or projects, our people will develop a stakeholder engagement plan that has considered all possible stakeholders and best methods to engage with our community. By seeking input at the front end of a strategy or project, information can be provided that may not have otherwise been considered. The feedback received from our community will guide decision-making, provide a direction, and/or seek further investigation before continuing with the project or strategy.

This early engagement can be undertaken through a range of different methods to provide an opportunity for the widest possible community audience. Possible methods are listed later in this strategy. The best methods to engage will depend on the type of activity or strategy proposed and will be considered as part of the Stakeholder Engagement Plan developed by our people. The information provided by our community can then inform the development of the new strategy, project or activity.

Public Exhibition

When information is placed on Public Exhibition, it means the final draft document is available for our community to read and provide feedback. This gives the public a final say and provides an opportunity to make a submission to Council, prior to final adoption. Public Exhibition should not be used to show the community the draft document, proposed project or strategy for the first time.

Methods of Engagement

The purpose of Engaging Albury is to ensure that community engagement is a priority for AlburyCity. To deliver effective engagement it’s important to consider the range of engagement tools available to maximise the reach across the community. The tools we use to engage must be fit-for-purpose, and appropriate to the issues on which Council are seeking to engage.

We typically use a combination of methods to share information to ensure the greatest reach. Below are some of our common methods used across the IAP2 spectrum.

		Level on IAP2 Spectrum				
Engagement Method	Description	Inform	Consult	Involve	Collaborate	Empower
Council-specific activity						
Public forum	Provides an opportunity for a member of the public to provide a short presentation relevant to an item on the Council agenda.			●		
Council meeting	Occurs on the 2nd and 4th Monday of the month, commencing at 6pm. Community welcome to attend and listen.	●				
Pre-Meeting Briefing Session	Occurs on the third Monday of the month. Community welcome to attend and listen.	●				
Community Forum	Occurs as required for items of significant community interest.	●	●	●	●	
Public notices	AlburyCity website or newspapers. List the latest Council statutory notices and announcements.	●				
General Engagement Methods						
Mail-out or letterbox drop - Letter - Fact sheet - Flyer	A simple representation of the project or issue. Need to include contact details of relevant subject matter experts in case more information is requested. Can be used to ask for comment on issue.	●	●			
Community meetings	Community are invited to attend an information session and ask questions of the subject matter experts.	●	●	●	●	
Media advertising	Advertising or promotion through traditional channels of radio, newspaper or television.	●				

		Level on IAP2 Spectrum				
Engagement Method	Description	Inform	Consult	Involve	Collaborate	Empower
eDM (electronic direct mail)	Electronic messaging using emails as a promotional tool direct to an inbox. Can be sent to individuals or to established group databases but works best if segmented and targeted.	●				
Open house	Information is displayed around a room that can be visited at any time throughout the day over the scheduled engagement period. Subject matter expert should be onsite to answer questions or alternatively, provide contact details for more information.	●	●	●		
Working Groups or Committees	Participants attend the information session, discuss issues and can make recommendations on outcomes.		●	●	●	
Electronic newsletters	Newsletters written and sent electronically e.g. "All About Albury".	●				
Social media	Electronic communication created to share information and ideas, and seek feedback on ideas. Can use videos and photos and link to website content.	●	●			
Websites	A website can be used to communicate content, provide videos, photos and/or link to surveys for feedback.	●	●			
Listening posts	Pop-up information displays with representation from subject matter experts – inside or outside. Can be used to inform community about a decision and also to gauge opinion about the decision.	●	●			
Survey	Hard-copy and/or electronic questionnaire to ask specific questions in relation to the issue or project.	●	●			
Focus groups	A deliberately representative group of participants who are consulted about a particular issue or pending decision.	●	●	●	●	
Workshops	Groups of participants are invited to attend and provide feedback and direction on a particular issue. Workshops should be interactive and be facilitated. Can involve a presentation and break-out groups for deliberation.	●	●	●	●	
World Café	A structured conversation process at a number of different tables with different topics. Participants switch tables to allow involvement in all topics.	●	●	●		
Speak-out	An informal and interactive meeting environment similar to open-house. Can be at a pre-organised event e.g. a community market. 'Drop in' participation is encouraged and subject matter experts are available to listen and answer questions.	●	●	●		
Deliberate polling	A representative sample of the population is gathered. Participants complete a questionnaire on the particular issue. Participants then gather for a few days to discuss the issues in small facilitated groups and ask questions.	●	●	●	●	

		Level on IAP2 Spectrum				
Engagement Method	Description	Inform	Consult	Involve	Collaborate	Empower
Park parties	The consultation session is set up in the specific park or location for the proposed activity.	●	●	●		
Citizen advisory committees	The committee will represent a valid cross- section of the community. The committee meets regularly to discuss upcoming decisions and plans. Purpose is to offer opinions, constructive advice and solutions.	●	●	●	●	
Participative decision-making	Participants come together and are encouraged to participate in decision-making and share responsibility for the outcome.	●	●	●	●	
Citizen juries	Based on a 'jury' concept. A representative sample of individuals is presented with the background and detail in relation to the issue. The jury are provided with a range of options and make a judgement as to what is the best outcome for the community.	●	●	●	●	
Ballots	Votes are used to arrive at a final decision.	●	●	●		
Site signage	Site and project specific information provided at location of activity.	●				



Measuring the achievement of our actions and objectives

We will report back annually to our community against these actions and timeframes and continue to undertake Community Satisfaction Surveys.

The objectives of Engaging Albury are longer term and will be assessed for relevance and meaning when the Strategy is reviewed in five years. The actions under Engaging Albury will be reviewed annually to measure progress towards achieving the objectives and to ensure they remain consistent with our community's needs. We will refine our approach as required and the Action Plan will be updated throughout the life of the Strategy.

Key performance indicators include:

Improvements in Community Satisfaction scores relating to communication and input into Council decision-making.

Interactions with AlburyCity website

Interactions with AlburyCity website, specifically Have Your Say opportunities.

Enewsletter subscribers – All About Albury

Amount of positive coverage from the media

Community awareness of council decision-making

Improvement in the level of trust between AlburyCity and the community

Community sentiment. Positive community perceptions of AlburyCity

Positive social media interactions

Community participation in engagement opportunities

Projects completed

Engagement reach.

And finally...

Through the implementation of Engaging Albury, we will ensure a greater awareness of AlburyCity engagement activities amongst our community and provide diverse and accessible opportunities for our community to be informed and have a say.

The strategy outlines a vision for AlburyCity's engagement processes: *We are a trusted and connected Council, valued for our information-sharing and engagement with our community to ensure effective, innovative and informed decision-making.*

By following our engagement principles and objectives and committing to the timeframes and activities identified within the Implementation Plan, we will move closer towards our vision for Engaging Albury.

Reference Documents

AlburyCity website - [AlburyCity \(nsw.gov.au\)](https://www.alburycity.nsw.gov.au)

Subscribe AlburyCity emails and newsletters - [Email newsletters | AlburyCity \(nsw.gov.au\)](https://www.alburycity.nsw.gov.au/newsletters)

AlburyCity Latest News - [Latest News | AlburyCity \(nsw.gov.au\)](https://www.alburycity.nsw.gov.au/latest-news)

AlburyCity Have Your Say - [Home | Have Your Say \(nsw.gov.au\)](https://www.alburycity.nsw.gov.au/have-your-say)

Towards Albury 2050 - [Towards Albury 2050 | AlburyCity \(nsw.gov.au\)](https://www.alburycity.nsw.gov.au/towards-albury-2050)

Two Cities One Community - [Two Cities One Community \(alburywodonga.gov.au\)](https://www.alburywodonga.gov.au)

AlburyCity Community Participation Plan - [Community Participation Plan | AlburyCity \(nsw.gov.au\)](https://www.alburycity.nsw.gov.au/community-participation-plan)

AlburyCity Community Satisfaction Survey - [Community satisfaction survey | AlburyCity \(nsw.gov.au\)](https://www.alburycity.nsw.gov.au/community-satisfaction-survey)





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