Community Engagement Strategy

Community Engagement Report

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Introduction

Break O'Day Council's Community Engagement Strategy is part of our Community Engagement Framework which outlines the way we, Break O'Day Council will communicate with you, our community.

In Local Government, Community Engagement is defined as, an agreed to, two-way communication process that ensures the community is informed of Council Activities and has the opportunity to influence Council's decisions.

This document is all about you and the best ways for us to communicate and engage with you. Because of this it is important we made sure our community had a chance to give feedback on the document and that you, most importantly, understood the document.

Council would like to thank everyone who took the time to review the document and take the survey.

Survey Details

The survey was open from 28 March 2022 and closed on 8 June 2022.

The survey received 35 responses.

The survey was promoted in the following ways:

- **Council's Website** – Hosted a brief on the project, links to the draft strategy and survey link.
- **Council's Facebook page** – 6x posts on the following dates – 23/4, 30/4, 3/5, 15/5, 23/5 3/6
- **Council's Newsletter** – March edition (our newsletters are published in the last week of the month)
- **The Valley Voice** – Full page advert 26/5
- **The Coastal Column** – Full page advert May edition
- **Email Database** - more than 350 people

The survey was designed to speak directly to the strategy and as we go through each answer and the responses we will explain how we did this.

A third of responses were from the St Helens Stieglitz area, around 15% from St Marys. All responses were via the online survey. There were no inquiries by email, phone or in person for hard copies.

The majority of respondents were aged between 45 and 64.

As this project had long lead times and was promoted through every method possible including directly to more than 350 people by email. We are making the assumption that the lack of responses is a result of asking respondents to read the document in order to take the survey.

Key Findings

- A third of responses were from the St Helens Stieglitz area
- Around 15% from St Marys
- All responses were via the online survey
- There were no inquiries by email, phone or in person for hard copies.
- The majority of respondents were aged between 45 and 64
- The community's preferred method of communication with us is by letter or email
- The community finds out about Council activities primarily through the Council newsletter and word of mouth and Facebook
- The community generally uses online surveys to have their voice heard
- Council needs to work on getting the community to attend face-to face engagement sessions in the future
- The community's biggest challenge engaging with us is not finding out about activities in time
- The community generally understood the IAP2 Process, when we can and can't communicate and the overall document
- The community agreed with the Strategy's aims and guiding principles
- The top things the community wanted to see in our reports back to them were:
    - An explanation of how the findings of the consultation process informed Council's decision
    - Summary of key themes and findings
    - Detail on the process we used to engage
    - Survey statistics including graphs
    - A full list of all the comments that were made during the process

Question 1 - **What are your preferred methods of communication with Council?**

Relevance to Strategy

Question 1 will help us understand how the community would prefer us to engage with them.

Answer Choices	Responses Number	%
Customer Service Request	8	22.86%
A letter either via email or hard copy	28	80.00%
Dropping in to the office	13	37.14%
Phoning the Office	18	51.43
Speaking with one of the Councillors	13	37.14%
Attending a Council Meeting	3	8.57%
Petition	3	8.57%
Other (please specify)	2	5.71%
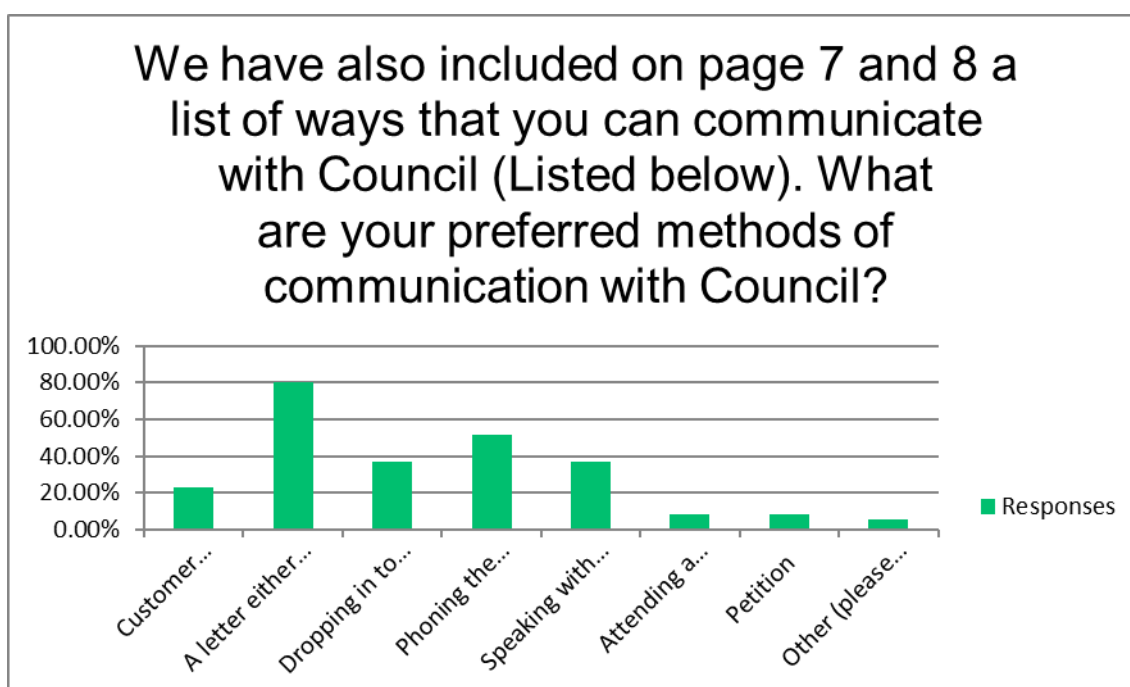
Other comments:

- Access to appropriate council staff with considered responses provided
- Survey Monkey.

Summary:

Based on the responses to this question, the community's preferred method of communication with Council is via a letter with the second being phoning the office and third, dropping into the office or speaking with a Councillor.

Influence on Strategy

Answers will help us communicate effectively with you about Council activities.

Question 2. **How have you heard out about Council activities in the past?**

Relevance to Strategy

Like question 1, question 2 helps us to understand how you find out about Council's activities.

Answer Choices	Number	%
Council's Monthly Newsletter	23	65.71%
Council's Website	10	28.57%
Council's Facebook page	17	48.57%
Via direct email	11	31.43%
Community Notice Board or shop window	5	14.29%
Word of mouth	18	51.43%
Other (please specify)	2	5.71%
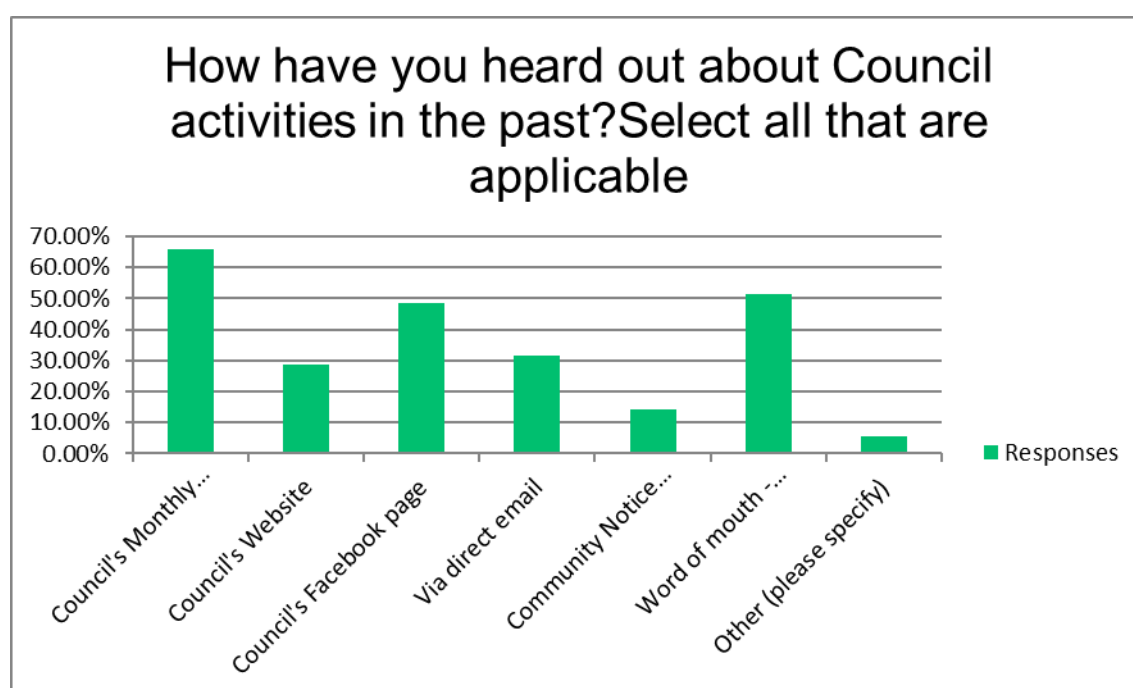
Other Comments:

- Letter
- The Coastal Column

Summary

The community finds out about Council information is via the Council's newsletter, Word of Mouth and the Facebook page.

Because this survey is digital (there was opportunity for people to collect hard copies from the office) we should acknowledge there could be a bias towards digital information.

It is great to see that respondents are using Council platforms like the newsletter and Facebook page to find Council information as that allows us to ensure that the right message is being presented to the community at the right time.

With an ageing population it is no surprise that Word of Mouth is used as a way of finding out about Council activity. However, this means people relying on word of mouth may not get the whole message in a timely manner.

Influence on Plan

This will help us determine the best ways to communicate with you.

Question 3. When Council has opened up Community Consultation in the past, how have you made sure your voice was heard?

Relevance to Strategy

Like the previous questions, question 3 will help us understand how you prefer to communicate with us when we ask you to engage with us.

Answer Choices	Number	%
Online Survey	22	64.71%
Hard Copy Survey	1	2.94%
Attended a Community meeting or drop-in session	7	20.59%
Involvement in a working group/committee	5	14.71
Other (please specify)	8	23.53%
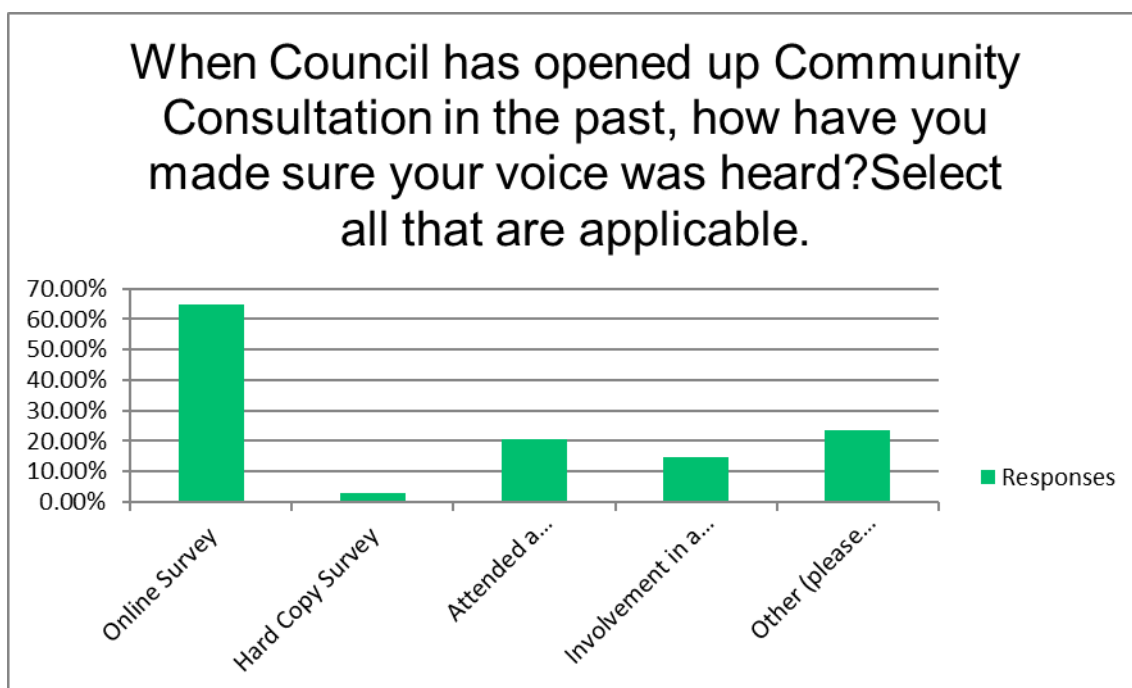
Other Comments:

- New rate payer
- This is my first survey
- Haven't previously.
- Have not had an issue requiring input
- Only new to the community but I'd phone into Council
- Emailed feedback
- Fairly new resident to town so have not been a part of one before
- Petition

Summary

As this survey was set up as a digital survey (hardcopies were available from the office), we must acknowledge a potential bias towards this method of communication.

Considering the other answers to this question, Council needs to do some more work around getting the community to participate in person when Council is undertaking face-to-face consultation processes like forums, drop-ins or info sessions.

Influence on the Strategy

The answers to this question will help us better plan our community engagement activities by ensuring we use your preferred methods.

Question 4. **What makes engaging with Council a challenge for you?**

Relevance to Strategy

Question 4 was included to help us identify barriers to you engaging with us so that we can better understand these challenges and find ways to reduce them and increase engagement.

Answer Choices	Number	%
Too busy to participate	7	21.88
Not hearing about engagement opportunities in time	20	62.50
Transport or access to engagement events	0	0
Limited access to online information	3	9.38
Not interested	1	3.13
Other (please specify)	12	37.50
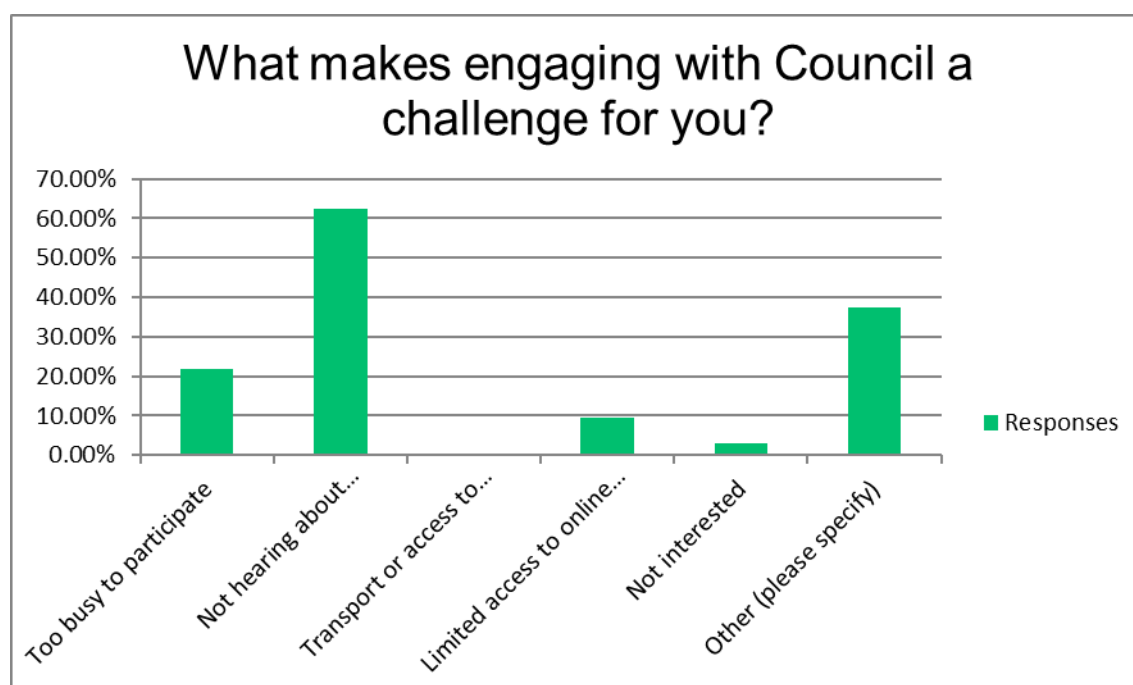
Other Comments:

- Never receiving answers is very discouraging to keep attending meetings
- Being new to living here and not sure if our opinion and/or knowledge of local matters is relevant as yet
- Time of day scheduled
- Whilst owning property in BODC area not living locally at present
- Am new to the region so I have limited engagement to date
- Live out of the area.
- Not a challenge
- New to the area and still learning
- Not really knowing the appropriate way to respond or express concerns.
- Social anxiety

- Nothing
- Lack of information of upcoming events

Summary

According to responses, the biggest barrier to attending Council Engagement activities is not finding out about them in time.

Timing is one of the Community Engagement Strategy's guiding principles: **Be Timely – We will strive to give the community as much chance as possible to participate.**

Timing is clearly an area we need to focus on particularly promotion. Generally we work off a two week window for promotion but considering a large portion of respondents are using word of mouth to find out about Council activities we will need to consider longer lead times.

It is worth noting here that when Council promotes Engagement activities we use the following platforms to promote the event:

- Facebook
- Website
- Council Newsletter
- Email databases including townships and community groups
- Valley Voice
- Coastal Column
- And sometimes StarFM depending on the event

Influence on the Strategy

Because a large percentage, 62%, said that timing was a barrier to engaging with us we will work on lead times of a month where possible and ensure that this is in our procedure.

Question 5. On issues that are important to you, how do you/would you, engage with Council?

Relevance to Strategy

Question 5 was included to help us understand your preferred methods of communication with us without us asking you to engage with us. We felt it important to include this question in specific reference to you approaching us rather than us approaching you.

Answer Choices	Number	%
Letter / Email	31	88.57
Petition	5	14.29
Attend Council Meeting	4	11.43
Attend a Council workshop/forum/information session	17	48.57
Join a working group/committee	4	11.43
Speak directly to a Councillor	12	34.29
Other	4	11.43
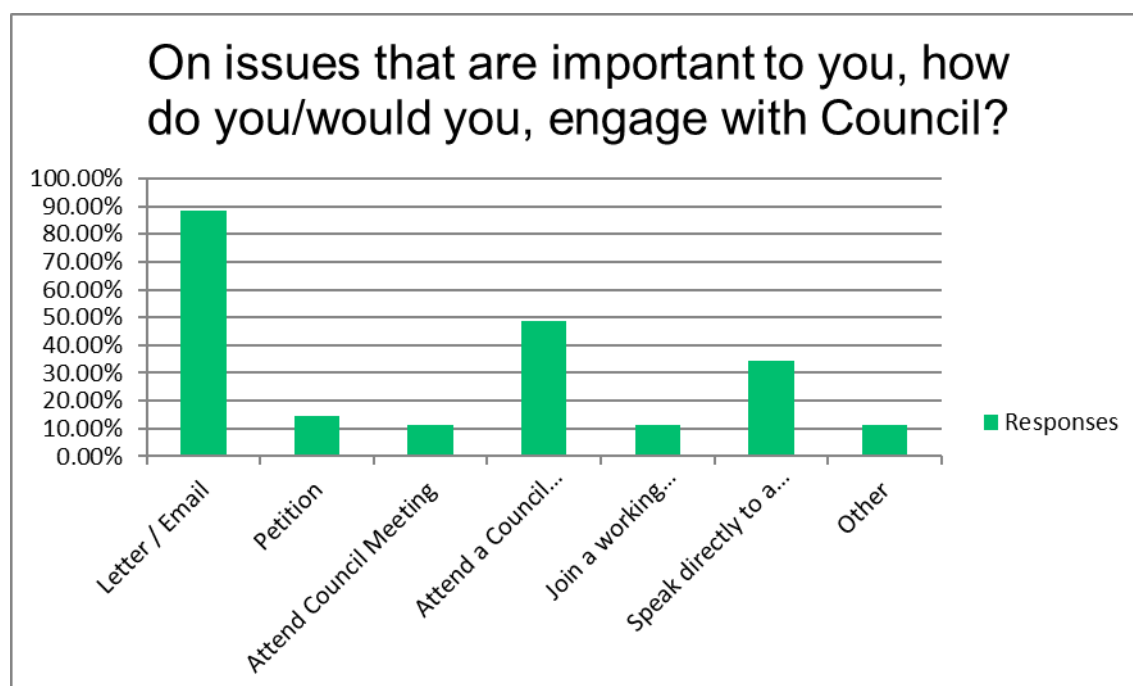
Other comments:

- Can do anything hosted online
- I would like clarity on the kerb-side slashing strategy in Seymour.
- Phone call
- We are not always present in the community but if we were I would attend a meeting or speak directly to a councilor

Summary

The majority of respondents said that their preferred method of communication with Council on issues that are important to them was to either send us a letter or email.

This is great news as this is also Council's preferred way to hear from the community. By putting your questions in writing, either via email or letter allows us to respond formally. This means tracking the inquiry and ensuring we can forward questions onto the most appropriate officer at Council.

The second highest response was attending a Council meeting. Again this is great news as it allows us to follow a formal process. These methods increases the transparency and accountability of our responses to you.

Influence on Strategy

Answers to the question help us understand your preferred ways of communicating with us so we can better communicate with you.

Question 6. **Have we explained the IAP2 Level of participation so that you understand how each of the levels differ and how we will use them?**

Relevance to Strategy

This question is a check to make sure we explained the IAP2 process and that it was understood by the community.

Answer Choices	Number	%
Yes	31	88.57
No	5	14.29
If No - Please let us know what we can do to make this easier to understand	2	5.17
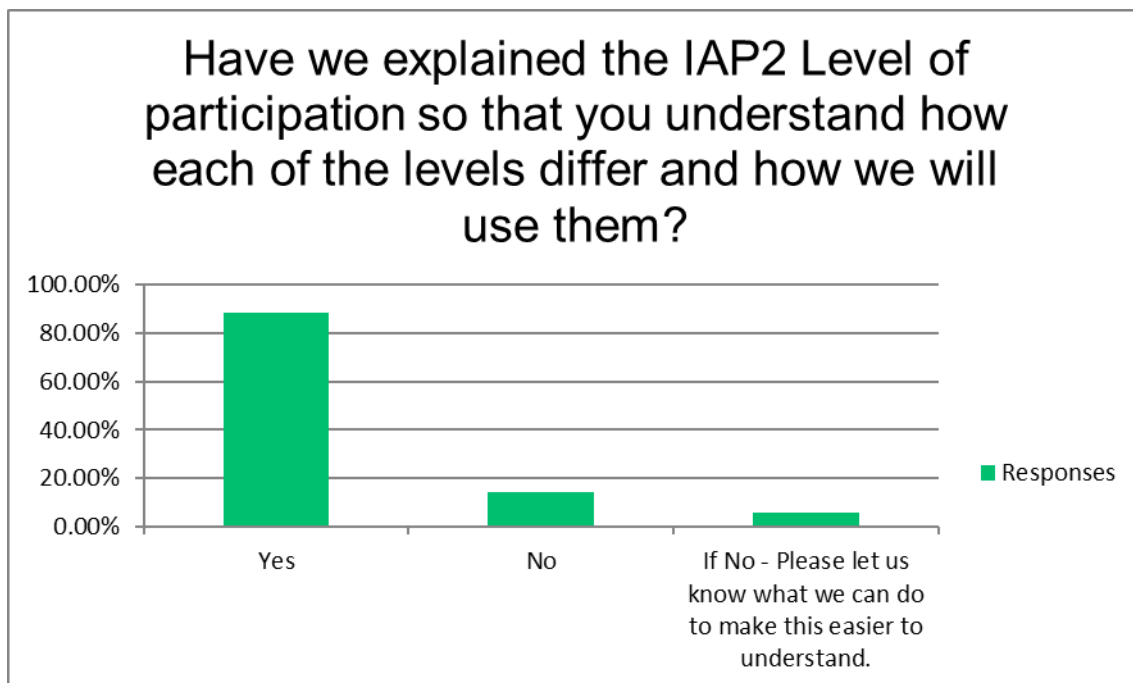
Other Comments: Please let us know what we can do to make this easier to understand.

- Be accessible be transparent
- I do read the newsletters, but perhaps I missed something

Summary

The majority of respondents said that we had explained and therefore understood the IAP2 process. This is an internationally recognised, best practice process for Community Engagement.

Influence on Strategy

Responses indicate no change required.

Question 7. Please tick the Aims that you agree with.

Relevance to Strategy

This question was a check to make sure the community agreed with and understood the aims of the Strategy. It also provided an opportunity for the community to give feedback on something we may have missed.

Answer Choices	Number	%
Inclusion and Accessibility - We will use a variety of communication methods and endeavor to provide everyone the opportunity to participate.	29	93.55%
Transparency and Accountability - Provide fairness, transparency and accountability for council decision-making processes that help create a thriving community where everyone feels safe, welcome and connected.	28	90.32%
Integrity and Respect - Everyone understands the role and value of community engagement, and Council's engagement processes are consistent and understood	28	90.32%
Open and Honest Communication -A clear and consistent approach to community engagement ensures people can participate in issues and projects relevant to them and can contribute to the decision-making process where appropriate.	29	93.55%
Best Practice -Council recognise and implement the most appropriate engagement method according to the matter or project and community context. Staff have access to tools and resources to perform best practice community engagement, to provide a consistent approach to report back to community.	27	87.10%
Do you have any other comments or feedback?	7	22.58%
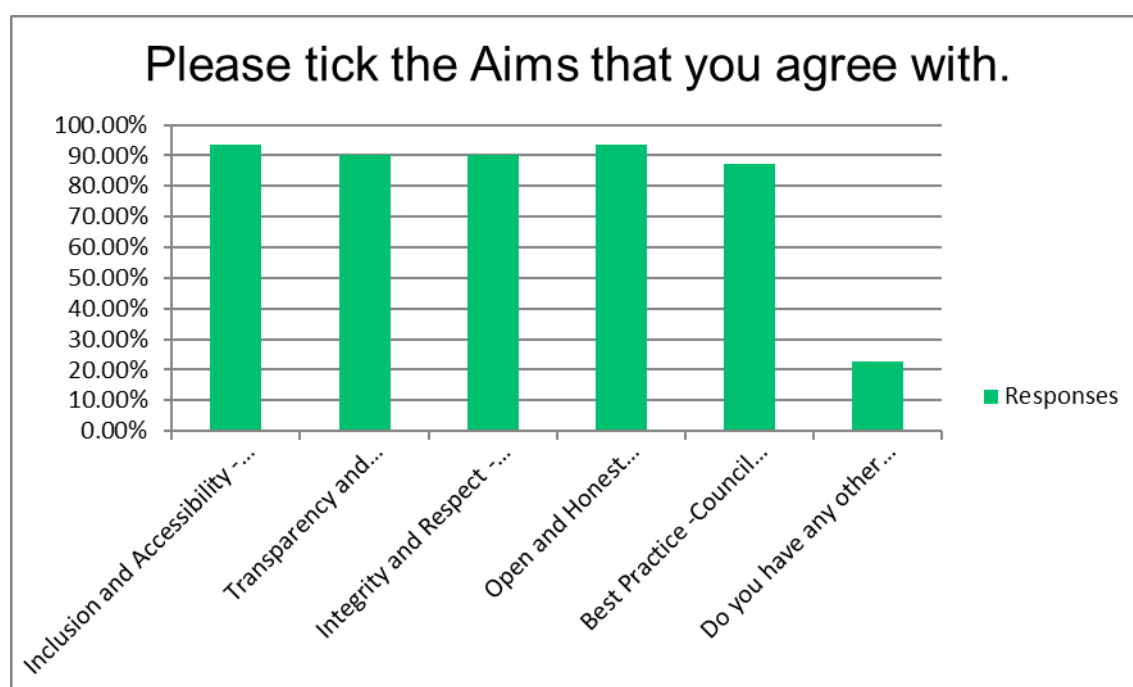
Comments and Feedback:

- Council staff can be condescending and not interested in helping- prefer to avoid work
- Transparency of council decision making needs to be improved so that community members can give timely feedback
- Maybe add timely as providing adequate time at the relevant time is also important
- It would be terrific if the Council could include collaboration with entrepreneurs to assist migrant families assisting council in forums etc to feedback inclusive thoughts and ideas. For the council to invite disability advocates to forums and to support those living with disability in the region to have their say. To have visual and audio support for those living with hearing and visual impairments. To ensure forums, meetings, and activities are in physically accessible areas. to ensure council has the opportunity to provide easy English options for information and materials sent out to the community
- No
- I find Council website lacking. Unable to find what I'm searching for and Dog Walking Map greatly inadequate.
- Love our council. Taking on challenging, exciting times

Summary

The majority of respondents agreed with the Aims of this Strategy.

It is worth noting at this point that some respondents felt this document was too 'airy fairy' or full of motherhood statements. While Council does not deny this, it is also important to note that this is a high level document aimed at providing a framework for community engagement. The finer detail that some felt was missing will be project specific and will be outlined through our procedure.

Influence on Strategy

Due to comments around motherhood statements we will review the Strategy and explain why this is as well as provide specific examples where appropriate. We will also ensure we include procedure documentation so the community can see where the detail for each project is captured.

Question 8. **Please select the Guiding Principles that you agree with.**

Relevance to Strategy

This question was a check to make sure the community agreed with and understood the Guiding Principles of the Strategy as well as provide opportunity for the community to give feedback on something we may have missed.

Answer Choices	Number	%
Be Clear – We will be clear about WHAT, WHO and HOW we engage, and how this will affect our decision-making.	28	87.50
Be Educated – We will seek to understand the different perspectives in our community; and do our best to help our community understand the topics and projects of interest to them.	29	90.63
Be Timely – We will strive to give the community as much chance as possible to participate.	28	87.50
Be Inclusive – We will use different methods to ensure our engagement is accessible to everyone. We will do our best to provide our community with all the information they need to be part of meaningful consultation.	28	87.50
Be Meaningful – We will strive to identify and engage with people, groups and organisations in our community who have a specific interest, or will be affected by a decision and provide participation opportunities that people value.	27	84.38
Be Transparent and Accountable – We will be honest with our community about the scope and constraints of participation opportunities. We will make engagement data available to the public where possible, and explain how this information influenced decision-making.	29	90.63
Any feedback or comments?	6	18.75
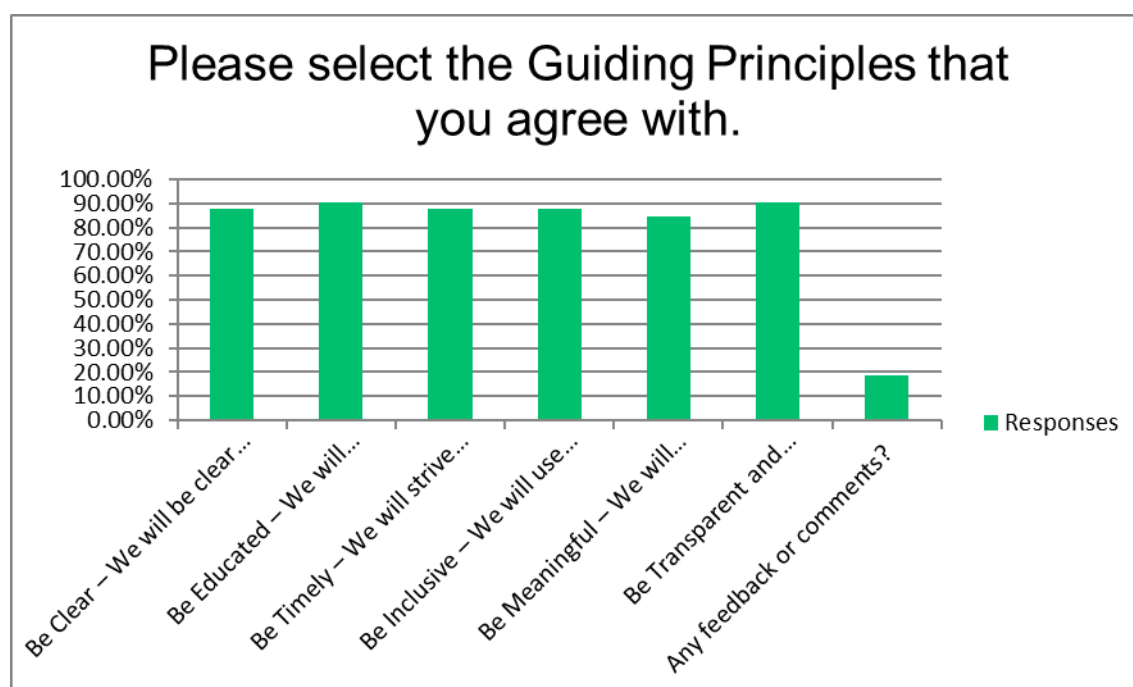
Feedback and Comments:

- While your criteria are aligned to modern principles the council and staff fail to enact them
- Oops, ignore my last comment as timely was there. Although it's not just about adequate time, it's also about asking at the right time (eg. Not half way through decision making where it's ticking a box as the big decisions have already occurred)
- Information dissemination requires all forms of information be easily read or to offer support to those requiring it to understand the information provided
- no
- I'm am trying to find plans for the extension of the cycle/walk track to Stieglitz but have had no luck
- Councillors need to make public their Airbnb investments (how many & where) so as to prove to the community that they aren't self-serving to boost their own investments.

Summary

The majority of respondents agreed with the Aims of this Strategy.

It is worth noting at this point that some respondents felt this document was too 'airy fairy' or full of motherhood statements. While Council does not deny this, it is also important to note that this is a high level document aimed at providing a framework for community engagement. The finer detail that some felt was missing is project specific and will be outlined through our procedure.
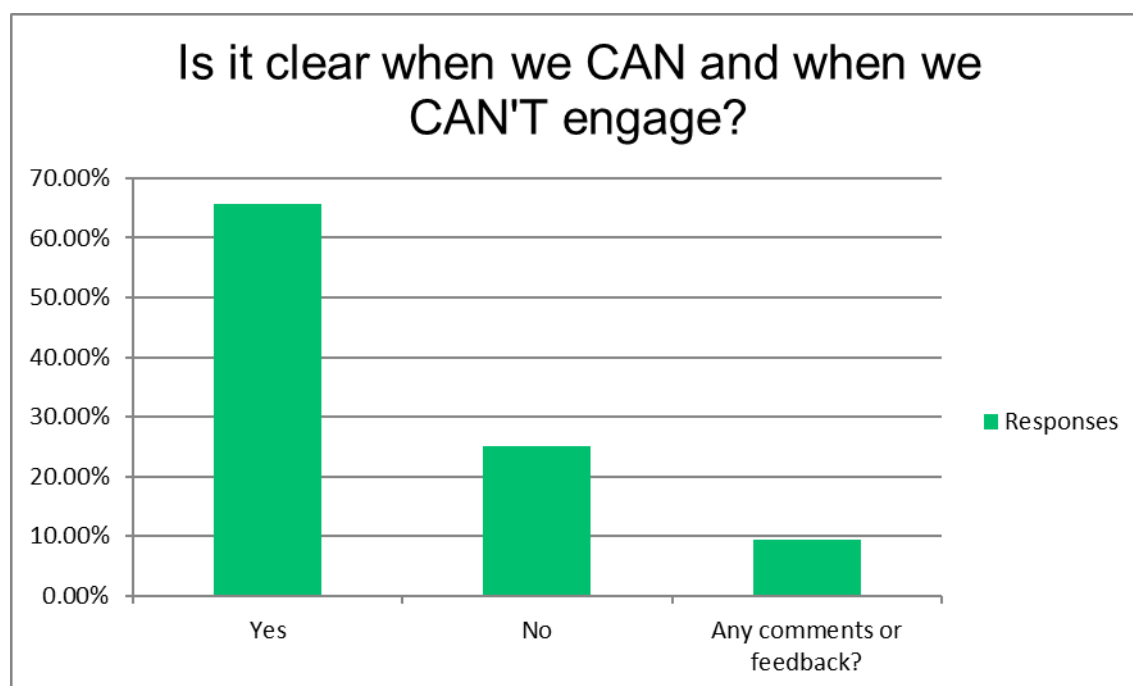
Influence on the Strategy

Due to comments around motherhood statements we will review the Strategy and explain why this is as well as provide specific examples where appropriate. We will also ensure we include procedure documentation so the community can see where the detail for each project is captured.

Question 9. **Is it clear when we CAN and when we CAN'T engage?**

Relevance to Strategy

This question was a check to make sure the community agreed with and understood when we can and cannot engage with the community.

Answer Choices	Number	%
Yes	21	65.63%
No	8	25.00%
Any comments or feedback?	3	9.38%

Comments and Feedback with Council responses:

Respondent's Comment	Council Response
We are a relatively small council - there should be no instances where we can't engage	The reasons why we cannot engage our outlined in the plan and are based around when community input cannot influence a decision for example; Closing a beach due to pollution.
For council to ensure the upper levels of government understand that true communication with community members requires time if the council is to be inclusive	Council can ask and try to influence levels of Government on how they communicate with our community but they have their own processes and we have no control over this.
Feedback for one of the Can't "when community input will not influence a decision". Who makes the call on whether the community will influence it or	The reasons why we cannot engage our outlined in the plan and are based around when community input cannot influence a decision for example; Closing a beach due to pollution.

not? I think this opens up a whole raft of issues and perhaps some examples next to this statement may help the community understand it better.	

Summary

The majority of respondents understood when we can and can't communicate.

Amongst the negative responses, respondents said they could see no reason why we should not be able to engage on all projects.

Influence on Strategy

Based on this feedback we have included a more comprehensive explanation with examples in the Strategy.

Question 10. **When we produce reports about our Engagement Activities they will be available on our website or from the office. What would you like to see in these reports?**

Relevance to Strategy

Reporting back to you on how engagement has gone is an important part of the overall Strategy. The answers to this question will inform our process and procedures for reporting back to you.

Answer Choices	Number	%
Survey statistics including graphs	22	70.97%
Visual representation of the comments received ie Word Cloud	16	51.61%
A full list of all the comments that were made during the process	20	64.52%
An explanation of how the findings of the consultation process informed Council's decision	29	93.55%
Summary of key themes and findings	25	80.65%
Detail on the process we used to engage	24	77.42%
Is there anything else that you would like to see included in the report?	8	25.81%

Is there anything else you would like to see included in the report?

Respondent's comment	Council Response
Timing around response times	Where possible time frames will be included in our reporting.
Risks n mitigation strategies	Risk and Mitigation is something embedded into all Council activities and is part of our processes.
Open use of language aka understandable	Council uses a Plain English approach to all public communication. We do this by aiming for the average reading age of a 14 year old or grade 6 pupil. We are able to test this with the Flesch-Kincaid Readability Scale, an online tool.
Stakeholder engagement overview and how they were engaged, risk matrix if applicable	This will be included in our procedure and where appropriate we will include in our reporting.
Provide an easy English summary	Plain English as mentioned above. We will include a Summary of Key findings at the beginning of our reports for quick easy understanding.
How long the process took	We will include this in our reporting.
Contact details for further input	We will include this in communication and promotion of the project but generally speaking we use the generic Council contact details as we usually have a team working on various aspects of the project. We will also ask through the process for your contact details so that we can keep you updated directly on the project.
No	NIL

Summary

The top responses to this question were:

1. An explanation of how the findings of the consultation process informed Council's decision
2. Summary of key themes and findings
3. Detail on the process we used to engage
4. Survey statistics including graphs
5. A full list of all the comments that were made during the process

Influence on Strategy

Where possible and appropriate, Council will endeavor to include all of the above in reports back to the community on the engagement process. The top five will be embedded in our procedure.

We have also taken on board some of the comments made and provided some responses below:

Question 11. **In order to make sure the engagement process is meaningful, we will review our processes and consider the following:**

- Did we ask the right questions?
- Was the timing right?
- Was the information easy to understand?
- What worked well and what didn't?
- Did we have the right resources?
- What feedback did we receive from the community about the consultation?
- What are the learnings for next time?

Is there anything else you think we should include in our review process?

Relevance to Strategy

This question is about ensuring we have a sound review process, that the community is happy with this process as well as give the community the opportunity to let us know if we had missed anything.

Responses

This was an open ended question, the respondent's comments and Council's responses are as follows:

Respondents Comments	Council Responses
Overall the process lack measurable information and far too many mother statements - lacking functional detail	This document is meant to be high level and provide a framework to guide Community Engagement. Functional detail will be dealt with on a project basis through our procedure which we will make publically available as part of the process.
All the 100s of mainland international n Tasmanian shack n land holder who are not locals	Depending on the project we will identify our audiences and how we plan on reaching them. If we need to differentiate between audiences we generally ask respondents to tell us what town they are from etc.
Check with other councils on information sources	Council staff have a lot of contact with their counter parts at other Councils where we share resources and ideas.
If there is found to be missing engagement or flaws in the engagement that there is a process to revisit these on the project prior to the decision being finalised not just put it in a review for the next project	Before completing the engagement process we will do a review based on the above questions. If we see any gaps at this stage we will revisit our methods to ensure communication was meaningful.
Drop in sessions with no context or information provided do not work well. In a community with low literacy and many transient residents we need to inform and engage so that the right questions can be asked and responded to	Whenever we launch a community engagement project we provide context and ensure the community has access to all relevant throughout promotion. This information can always be found on our website under My Community /Community Engagement, this link is promoted every time we do community engagement. We also try to provide as much information regarding this via newsletter, social media and promotional posters.

	All Council has a plain English approach to information regarding the community. We also use a variety of platforms to ensure we reach as many people as possible.
"I just want to comment on one of the things listed as a reason not to engage which was safety. I work in this area and it is very clear that consultation is a requirement for safety so I suggest you reconsider your approach. It can be a hard line to navigate as you will get those who will always be difficult to deal with but you will get a better outcome that is welcomed by the community where you engage with them on safety. For example I see many councils making decisions where if they consulted better with the locals a knock on affect where a new safety hazard is created out of the project would have been avoided. Or a solution to a safety issue is ineffective as the council didn't talk to locals as they thought the already had all the information they needed (don't know what you don't know).	The respondent is referring to this statement regarding when we can't Engage : "✗ When a decision must be made because of legal or safety requirements" Here we are referring to issues of public safety where Council must act based on legal and legislated requirements so the community has no influence on the decision. For example closing a beach due to contamination. We will ensure to clarify this in the Strategy in more detail.
The other thing I don't think I saw listed (although I might of missed it) was around the environment so clearing of trees etc. That does need to be listed as an area where the community needs to be engaged. As these decisions impact everyone in relation to visual, fire protection, erosion, loss of habitat, endangered species and given how beautiful the area is and the focus on forests and the sea as BODC image these natural assets are valued by council and community and therefore all should have opportunity to contribute to the conversations and decision making."	In terms of clearing of trees, private clearing is covered by the State Planning Scheme which means Council can only enforce the guidelines in that scheme and has no control in this area.
Did we include the right people? those disadvantaged, living with disability, or older residents	Inclusivity is one of our Guiding Principles: "Be Inclusive – We will use different methods to ensure our engagement is accessible to everyone. We will do our best to provide our community with all the information they need to be part of meaningful consultation." We will always endeavour to use a variety of ways to communicate and reach people in our community.

No	NIL
No	NIL
"This seems like a good starting point.	Thank you!
Publish review finding and be accountable for continuous improvement	We are committed to publishing reports and review findings as part of our process.

Summary

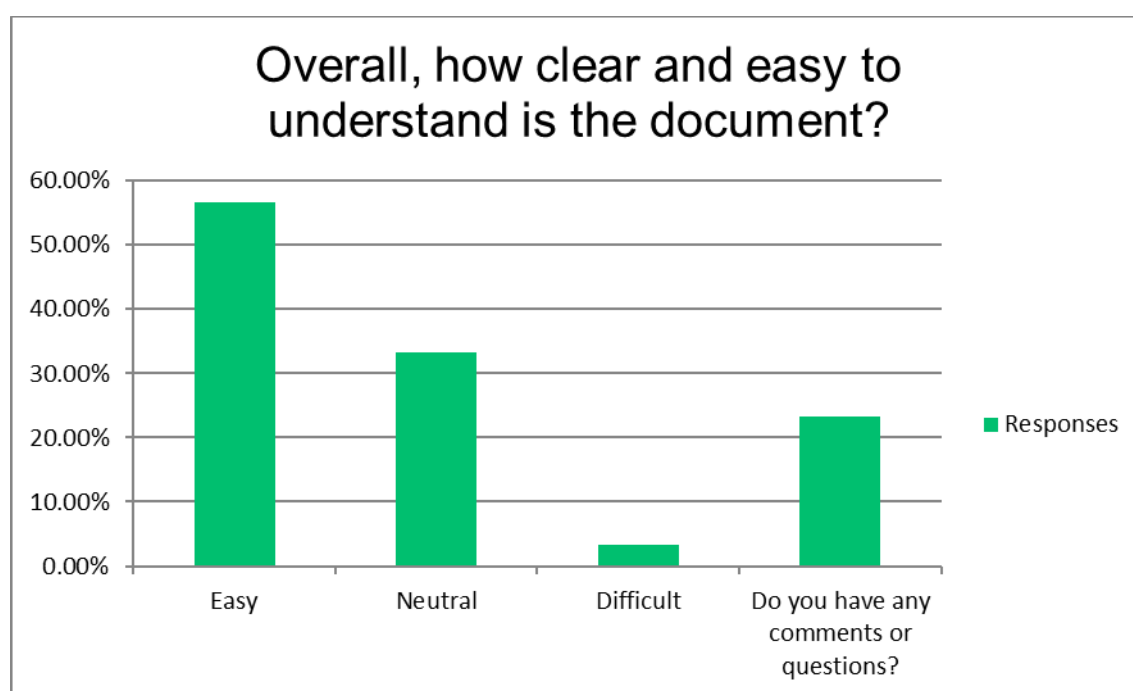Overall respondents were happy with the review process.

Influence on Strategy

The suggestions above will be used as checks for us to review the Strategy and make appropriate changes in line with these comments.

Question 12. **Overall, how clear and easy to understand is the document?**

Relevance to Strategy

We want to ensure that Council documents are in Plain English and understood by the community. Answers to this question will help us understand how easy this document is to understand and whether we need to make any changes to how we have presented the information.

Answer Choices	Number	%
Easy	17	56.67
Neutral	10	33.33
Difficult	1	3.33
Do you have any comments or questions?	7	23.33

Comments and Questions:

Respondents comments	Council Responses
Again the document is written full of management jargon and flowery wording which means little.	We checked the readability level of the document which was a grade 11 reading level. Based on this we have tried to use more plain English where possible and have developed a simple two page engagement promise.
A lot of motherhood statements which are generally ok. No kpi on what levels of engagement you are seeking to achieve and how you will measure success	Measures and KPIs will be project specific and will be included in our procedures.
Visual images or a low literacy version could be helpful	We checked the readability level of the document which was a grade 11 reading level.

	Based on this we have tried to use more plain English where possible and have developed a simple one page engagement promise.
Great document	Thank you
Whilst inclusiveness and consultation are to be encouraged, I am hopeful that it can be carried out in a timely manner. The last thing we need is further red tape to delay and stall projects unnecessarily.	We will make sure our processes are timely. However there may be times this is beyond our control.
No	NIL
It's a typical council doc, overly wordy, full of council speak. Keep it simple add diagrams, infographics to explain concepts. Even the strategy & survey are buried in the website!	We checked the readability level of the document which was a grade 11 reading level. Based on this we have tried to use more plain English where possible and have developed a simple one page engagement promise. Unfortunately Council's website is always going to be cumbersome when we have such a wide range of information we have to include (there is more than 1100 documents housed on the site). We have tried to make the website as user friendly as possible by keeping headings simple. All community Engagement can be found under My Community/Community Engagement. This is only three clicks which is considered acceptable practice for a site of such scale. There are also search options on the site and google will also pick up all our material if you still can't find it.

Summary

The majority of respondents found the document easy or neutral to understand however there were some great comments for us to consider in improving the documents ease of understanding.

Influence on the Strategy

We will use the comments made by the community below to review the document taking on board their suggestions and changing the Strategy where appropriate.

Question 13. Do you have any further comments, feedback or suggestions?

Relevance to the Strategy

With any Council survey or engagement we will always, where possible, provide an opportunity for you to provide additional feedback. This is the final opportunity for you to have your say and let us know if you think we have missed anything.

Open ended responses presented below with Council response

Respondent Comments	Council Responses
Try and be real and communicate at a level reflective of the community and their expectations	We will do this by ensuring we use a variety of methods to promote and engage as well as using Plain English.
The increasing percentage of Tasmanian mainland and international shack / land owners is and will continue to increase …. Long term there is a danger of the minority of rate payers rule the majority of the aforementioned rate payers	We hope to ensure that majority rules by implementing a meaningful and understood Community Engagement Strategy and procedure.
Thanks for providing the opportunity to comment. It is great that you are open to feedback from the community	Thank you
I added extra comments around safety and environment under other sections which hopefully you can see	Addressed over
I feel all Councils do what they can to be inclusive of all their community members however within government sometimes the extra steps to be truly inclusive get overlooked due to the added and or perceived costs, time and additional personnel required to meet the goal of true inclusion	We are committed to being inclusive and as timely as possible but we do have to balance costs.
I have found council accessible and approachable.	Thank you
no, thank you for the survey	Thank you
Make sure there are timeframes for the process	We are committed to being as timely as possible with our engagement processes and will include timeframes where possible in our procedure and reports.
No	NIL
I'm hoping all councilors will embrace this process and follow the guidelines.	The community Engagement Strategy will be formally endorsed by the Council which will give the Councillors the opportunity to familiarise themselves with the framework.

Keep it simple and communicate on multiple Chanel's to reach as wide an audience as possible!	We are committed to using a variety of methods to ensure we reach a wide audience.
Set a target for percentage of pop you will engage for each campaign.	We will endeavor to do this however we can't force people to use opportunities to engage with us.
Get help as internal team don't have skill set to implement.	Our team has a wide range of professional skills including in Community Engagement and communication. Several staff members have also undergone professional development in community engagement. However, where required we will at times use external consultants to undertake community engagement based on our Strategy Guidelines.

Summary

All comments have been reviewed and will be used when reviewing the plan.

Influence on the Strategy

We will make changes based on comments from the community regarding Plain English and will include relevant links in the document to areas of our website to help you find the information you need.

Question 14. **What area do you live in?**

Relevance to plan

The last few questions allow us to do a bit of a check on who we have reached in the community and whether there are any gaps for us to consider as part of the review process. It is also an opportunity for us to ask you to join a mailing list so that we can contact you directly with any future engagement opportunities.

Answer Choices	Number	%
St Helens/Stieglitz/Akaroa	9	32.14
Scamander/Beaumaris	1	3.57
Falmouth/Four Mile Creek / Seymour	1	3.57
St Marys/Cornwall	4	14.29
Fingal/Mathinna/Mangana	0	0.00
Pyengana/Goulds Country /Weldborough	3	10.71
Ansons Bay	3	10.71
Binalong Bay / The Gardens	2	7.14
Other (please specify)	5	17.86
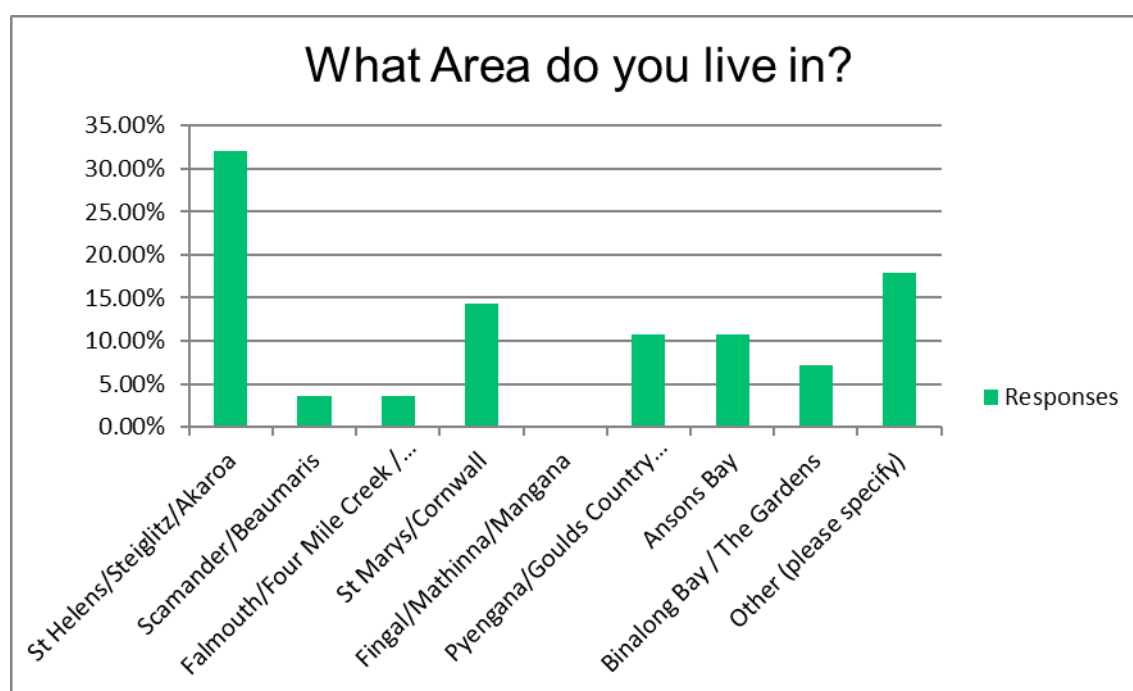
Other Comments:

- Once again all to locals centric … what about all the other Tasmanian mainland and international rate payers etc
- Gray
- North, however frequent visitor and rate contributor
- Primarily the mainland (Victoria), currently building in Akaroa with the view to spending 6 months of the year there.
- Greater Hobart - have property in Binalong Bay

Summary

In terms of population spread, we expect a high % of responses to come from the St Helens area as this is where approximately 1/3 of our community lives. When we ask this question we are referring to where a ratepayer has their property. For example they may live in Launceston but have a shack at Binalong Bay.

Influence on the Strategy

This question provides us with a check to review, specifically:

- Was our process inclusive and accessible?
- Did we talk to the right people?

Question 15. **What Age Group are you in?**

Relevance to the Strategy

The last few questions allow us to do a bit of a check on who we have reached in the community and whether there are any gaps for us to consider as part of the review process. It is also an opportunity for us to ask you to join a mailing list so that we can contact you directly with any future engagement opportunities.

Answer Choices	Number	%
Under 18	0	0.00
18-24	0	0.00
25-34	0	0.00
35-44	2	7.14
45-54	10	35.71
55-64	11	39.29
65-74	5	17.86
75-84	0	0.00
85+	0	0.00
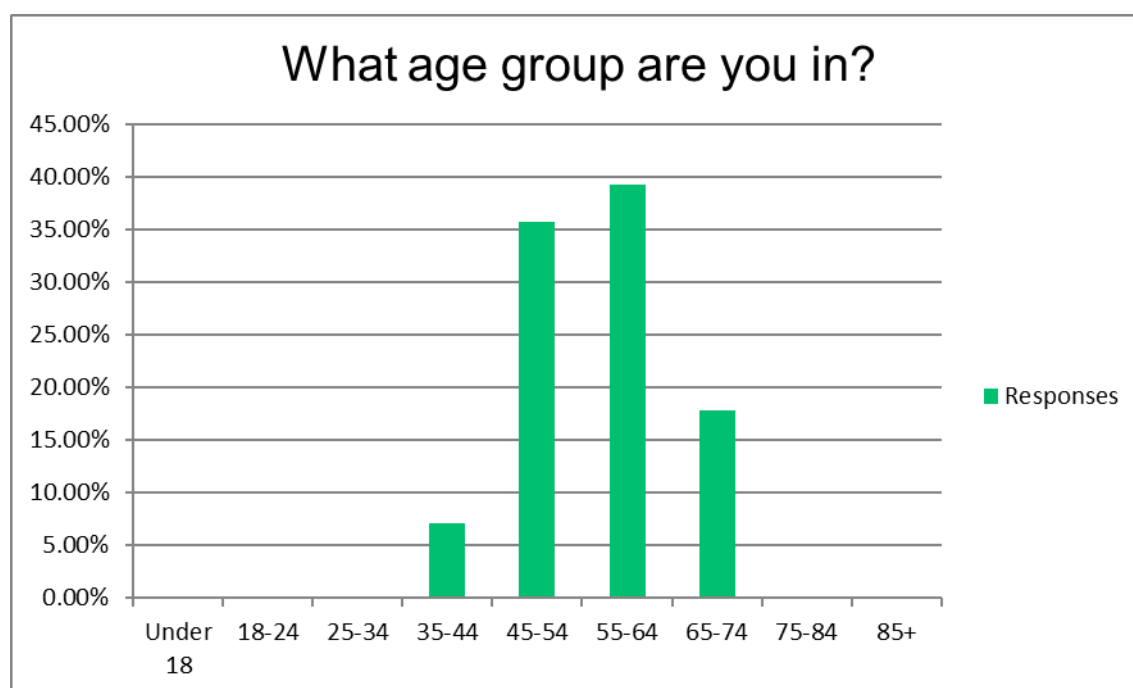
Summary

Examining the demographic data it is clear we have not been able to reach as wide an audience as we had hoped with this survey.

Influence on the Strategy

Despite being promoted across a wide range of platforms and being open from 28 March to 8 June, the survey did not reach the desired audience. As a result, we will take the re-drafted survey back out to the community via community information meetings.

Question 16.

Before you go, would you like to added to our email database to receive our newsletter? If so please add your email address below.

- 13 respondents provided their email addresses.

These email addresses were added to our Township database and where appropriate our Newsletter Database.

MEASURE	KPI	Response
Was our process inclusive and accessible?	• We reached a wide range of people in our community • Our engagement activities were accessible and inclusive	**YES** **We reached a wide audience of people through our promotion – including directly emailing 350 people.** **We promoted the survey for more than 2 months across a wide range of platforms.**

Did we talk to the right people?	• Stakeholder responses = REQUIRED or explained
	• General audience responses must aim to REASONABLY meet:
	   o A spread across the municipality in relation to population centres.
	   o For example: St Helens = Approx 1/3 of responses*
	• A spread of age group in relation to area's demographic statistics.
	   o For example: Ages over 54 = approx. 1/2 responses*
		YES.
		Despite only returning 35 responses we believe we did all we could to encourage the community to participate including leaving the survey open for longer.

Did we ask the right questions?	• The aims of the engagement were answered and allow us to progress the decision/project/activity.	**Yes –the questions and their answers have directly influenced the strategy**
Was the timing right?	• We gave at least a month's notice • We were able to reach our identified audiences • We were able to promote the event adequately	• **We gave plenty of notice** • **We targeted a wide range of people via a wide range of methods** • **We promoted the engagement adequately**
Was the information easy to understand?	• The community understood why we were consulting • The community understood how they could have input	**The information was determined to be easy to understand by the audience but based on some comments we have made changes and introduced an easy one page communication promise for better plain English understanding.**

What worked well and what didn't?	• We reviewed our engagement processes and made changes needed to ensure we met our aims and guidelines	No changes required at this stage to the review process.
Did we have the right resources?	• We had everything we needed on the day to ensure the community had their voices heard in a meaningful way	Yes
What feedback did we receive from the community about the consultation?	• We listened to feedback from the community on our engagement processes	Yes – community comments and sentiment has influenced the Strategy and our procedure.
What learnings are there for next time?	• We made changes to our processes based on feedback from the community.	We made changes to our processes based on feedback from the community.