

# Council Policy

## Engagement



Legislation/local law requirements	<u>Local Government Act 1995</u>
Relevant Delegation	N/A
Related policy procedures and documents	City of Kwinana Engagement Framework

## Introduction

The City of Kwinana is dedicated to engaging with its community to gain a deeper understanding of its needs and aspirations, while fostering active participation in decision-making processes.

## Purpose

The purpose of this policy is to establish the City of Kwinana's commitment to and principles for engagement between the City, stakeholders and the wider community through the use of appropriate, effective and inclusive practices.

## Objective

The objectives of this policy are to:

- Align engagement efforts with community expectation, identifying those most impacted and considering their perspectives alongside the broader community's diverse views.
- Boost community confidence in the City's approach to information sharing and decision-making.
- Proactively plan communication and engagement strategies for City projects, services, and issues to ensure inclusive and meaningful outcomes.
- Enhance the value and consistency of engagement across the organisation.
- Improve the timeliness and effectiveness of both internal and external communication and engagement.

## Scope

This policy applies to all Elected Members, City Officers, and consultants when they are undertaking relationship building, partnership development and consultation to involve others in their work and or decision making.

# Policy Provisions

## Definitions

**Engagement:** An intentional process with the specific purpose of working across organisations, stakeholders and communities to shape the decisions or actions of the members of the community, stakeholder or organisation in relation to a problem, opportunity or outcome. <sup>1</sup>

**Partnership:** A type of engagement activity that produces formal agreements between stakeholders to work together.

**Consultation:** A type of engagement activity that seeks input on a specific matter at a point in time, usually where additional information or representation is required to that already achieved through ongoing engagement.

**Community:** Individuals who have been grouped together by geographic location (community of place), similar interests (community of practice), or affiliation or identity (such as membership of a club or association).

**Stakeholders:** Individuals, groups, organisations or communities with a specific interest or involvement in a matter who have direct input into the decision making and actions that affect them.

## Policy statement

### Statement

For the City of Kwinana to deliver on the aspirations of the community it needs meaningful and productive relationships, partnerships and practices. This will ensure that the City better understands the community and is able to provide ongoing opportunities for community and stakeholders to influence decisions, collaborate on action and share in success.

Engagement thereby encompasses all informal and formal interactions that contribute to shaping the decisions of the City or working with the City on actions. It is more than consultation that is done every now and then; it sits at the heart of how City business is done with respect to building enduring goodwill and cooperation to achieve more than can be done alone.

To implement this the City commits to six Engagement Principles and an Engagement Framework that articulates the City's approach and methodology in greater detail.

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## Engagement Principles

### Principle 1 – Engagement Culture

The City embraces engagement as key to successful governance and will build a culture and environment conducive to engagement excellence.

### Principle 2 – Relationships

The City sees strong relationships as the basis of its work, to build goodwill and harness collective insight and collaboration.

### Principle 3 – Participation

The City actively encourages broad participation and will provide equitable opportunities to engage.

### Principle 4 – Processes

The City's engagement practices will be undertaken with a genuine intention to be transparent, fair and meaningful.

### Principle 5 – Outcomes

The City engages to improve community outcomes, so will be deliberate in linking engagement into planning and actions, and provide timely feedback to community on how they contributed to the final outcome.

### Principle 6 – Evaluation

The City will reflect on how well it engages in order to continuously improve engagement effectiveness.

## Engagement Framework

This Policy combines with the City's Engagement Approach, Engagement Toolkit and Engagement Action Plan to form the City's overarching Engagement Framework. The Engagement Framework document provides further detail on how and why the City engages.

### OFFICER USE ONLY

Officers may amend this section without council approval.

Responsible Team	Community Engagement	
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