

Draft Community Engagement Action Plan 2021 - 2022

Vision

Sunshine Coast Community Strategy 2019-2041: *Our communities are connected and thriving places where people are included, treated with respect and opportunities are available for all.*

Goals:

- Healthy and active communities
- Vibrant community places and spaces that are inclusive, accessible and adaptable
- An inclusive community, with opportunities for everyone
- Connected, resilient communities, with the capacity to respond to local issues
- Creative and innovative approaches to building a strong community.

Commitment

Council recognises that the Sunshine Coast has a rich diversity within its local communities and that effective and appropriate community engagement is essential in making better informed decisions which are responsive to community needs.

Our Principles

Inclusive	A range of opportunities and techniques are used to encourage input and address barriers to participation. Opportunities are available for all to have their say on issues that affect them, regardless of age, gender, culture, language, ability, income, location or education.
Innovative	Innovative approaches to engaging with the community are explored and utilised to complement and augment traditional engagement methods in an effort to engender wider interest, participation and broader community views, and which establish an ongoing dialogue with the community, where appropriate.
Well-planned	The planning of community engagement activities is proactive, tailored and coordinated to ensure timely and effective outcomes are achieved.
Collaborative	Collaboration and partnerships are explored and initiated, where appropriate, to assist in delivering better community engagement outcomes and to share skills and knowledge to facilitate ongoing learning and improvement.
Transparent	Community engagement activities are open and clear. Council will carefully consider and accurately represent the community's role and scope for influence in the decision-making process and reflect how community input has influenced decisions or outcomes.

Strategic Pillars

Organisational coordination and capacity building – Collaboration and innovation



Strategic Context



Roles

Council employees have responsibility for planning and delivering community engagement activities on agreed projects and activities.
Community Planning and Development Branch is responsible for the core functions of guiding, coordinating and building capacity in community engagement processes and best practice outcomes, acting as a key advisor for the organisation's community engagement planning and operations.
Communication Branch is responsible for corporate communications and supporting community engagement related activities for the organisation, including graphic design and campaigns.



Action Plan

	Actions	2020/21		2021/22			
		Q3	Q4	Q1	Q2	Q3	Q4
Organisational coordination and capacity building	Continue to maintain an IAP2 corporate membership subscription for access to, and promotion of, best practice online community engagement resource offerings to the broader organisation.	•	•	•	•	•	•
	Conduct a review of Council's online community engagement platform to provide an effective and innovative tool for the community to have their say.	•	•				
	Deliver an annual corporate Community Engagement training offering for employees to build consistent, best practice community engagement capability in line with the objectives of the Community Engagement Framework.		•			•	
	Deliver quarterly community engagement 'lunch box' sessions for Council employees to share in insights and learnings from community engagement initiatives across Council and/or presentations from subject matter experts on key topics.	•	•	•	•	•	•
	Conduct an audit of Council's community engagement structures, processes, systems and resources to review and define priority areas for enhancing coordination and consistency, including development of an online community engagement register.	•	•	•	•	•	•
	Develop a refreshed Community Engagement site on Council's Intranet to assist with coordinating, recording and reporting on Council's community engagement activities and the sharing of information and resources.	•	•	•			
	Establish a Community of Practice of internal community engagement practitioners / champions to meet on a monthly basis to build community engagement coordination and capacity across the organisation.	•	•	•	•	•	•
	Deliver a tailored Community Engagement best practice information session to Executive Leadership Team and Councillors to foster capacity to act as change agents sponsoring a culture of excellence in engagement across the organisation.		•	•			
Collaboration and innovation	Continue to collaborate with the University of the Sunshine Coast to identify and implement collaboration and innovation opportunities as guided by the Regional Partnership Agreement and Excellence in Engagement Framework.	•	•	•	•	•	•
	Develop and implement the CityStudio Sunshine Coast initiative as a global best practice model in engagement to grow social capital, expand partnerships, increase local capacity to address complex problems and establish innovative models for community engagement and participation.	•	•	•	•	•	•
	Continue to participate in the Sunshine Coast Art of Hosting external Community of Practice to facilitate capacity building offerings and opportunities for ongoing dialogue amongst the community and partners.	•	•	•	•	•	•
	Investigate the commissioning and rollout of new tools and resources to enhance the organisation's community engagement capacity and opportunities for innovation.				•	•	•
	Develop a Communication Plan to promote and share Council's Excellence in Engagement Framework and opportunities for collaboration with key external community partners and business stakeholders.		•	•	•		
	Develop an online portal to facilitate an ongoing dialogue, collaboration opportunities and information sharing amongst external partners on community engagement.			•	•		