



Council Policy Manual

WEST WIMMERA SHIRE COUNCIL

COUNCIL POLICY	
COMMUNITY ENGAGEMENT POLICY	Policy No:
	Adopted by Council: 18 June 2015
	Next review date:
Senior Manager:	Director Corporate & Community Services
Responsible Officer:	Director Corporate & Community Services
Functional Area:	Corporate & Community Services
Introduction & Background	West Wimmera Shire Council is committed to engaging with our community. We recognise that community engagement is an inseparable part of our role as a Council (Local Government Act 1989, Sect 3D)
Purpose & Objectives	The objective of the Community Engagement Policy is to clearly define the context of engagement so as to effectively plan and resource engagement with our community.
Policy Details	
1.	<p>Purpose</p> <p>Council should clearly define the purpose any community engagement activities before planning, undertaking and reviewing engagement.</p>
2.	<p>Planning</p> <p>When planning community engagement activities Council shall consider the following factors:</p> <ul style="list-style-type: none"> • Target audience • Complexity of engagement required • Methodologies available • Measurement of outcomes
3.	<p>Methodologies and Inclusiveness</p> <p>When implementing community engagement activities Council will seek to use such methodologies which include as broad and diverse a spectrum of community members as possible. This includes, but is not limited to, physical interaction and social media where appropriate.</p>



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4.	<p>Communication and Feedback</p> <p>When engaging with our communities Council shall be open to two way communication and provide feedback where appropriate in a timely manner.</p>
5.	<p>Advertising and Timeliness</p> <p>Council shall give public notice and advertise all community engagement activities in line with the <i>Local Government Act 1989</i>. All community engagement activities shall be undertaken in a suitable timeframe with reference to the target audience.</p>
6.	<p>Review and evaluation</p> <p>Council shall review of all community engagement activities at the end of those activities and undertake an evaluation of the effectiveness of the community engagement activities, taking into consideration the initial planned expectations of the engagement program.</p>

Policy Adopted:	Ordinary Meeting 18/06/15	Minute Book Page 30672	RecFind 15/002327
Policy Reviewed:	Ordinary Meeting 16/08/17	Minute Book Page 35886	RecFind 17/003197