

**SUBJECT: DRAFT COMMUNICATIONS AND COMMUNITY ENGAGEMENT STRATEGY - PUBLIC EXHIBITION**  
**FROM:** Acting Director Sport, Community & Activation  
**EDMS #:** 22/414236

---

### PURPOSE OF REPORT

The purpose of this report is to seek Council's endorsement to place the draft Communications and Community Engagement Strategy (the draft Strategy) on public exhibition.

### BACKGROUND

The draft Strategy, provided as an **attachment** to this report, has been developed to guide Council's communication and community engagement activities.

The draft Strategy sets the framework for Council to ensure:

- Our growing and diverse community is appropriately communicated and engaged with;
- Our residents and stakeholders are offered opportunities to provide input into significant decision-making activities;
- Our communication and engagement activities are accessible, inclusive, consistent, clear and easy to understand; and
- Council establishes a reputation for connection, inclusion and participation.

This report seeks Council endorsement to undertake a 28-day public exhibition of the draft Strategy.

Councillors were briefed on the draft Strategy on 13 September 2022.

### MAIN REPORT

Preparation of a Community Engagement Strategy is a requirement of the *Local Government Act 1993* and must be developed within 12 months of a Council election.

The new draft Strategy provides a framework for the delivery of Council's communication and engagement activities and includes six key pillars which are the foundation of the document.

The six pillars identified in the draft Strategy provide clear objectives and commitments to our community, while guiding and informing Council's communication and engagement methods. The pillars are:

1. Open and Inclusive;
2. Easy;
3. Relevant;
4. Timely;
5. Meaningful; and
6. Innovative.

Camden's new Draft Communication and Engagement Strategy sets:

- Council's aspirations of establishing a reputation for connection, inclusion and participation;
- Demonstrates an understanding of our growing and diverse community;
- Sets clear expectations, objectives and commitments;
- Outlines and guides Council's communications and engagement approach, activities and methods;
- Acknowledges our role in Emergency and Crisis Communication; and
- Records how Council will address statutory requirements, measure our success as well as deliver on our goals and actions.

### Strategic Context

The draft Strategy aligns with key Council documents, including the:

- Connecting Camden 2036 - Community Strategic Plan 2022;
- Community Participation Plan 2021; and
- Camden Local Strategic Planning Statement (LSPS) 2020.

The draft Strategy builds on the principles, pillars and themes outlined in these key documents to provide clarity on our approach to communication and engagement, and how residents and stakeholders will participate in local decision making.

Development of the Strategy was also informed by the International Association for Public Participation (IAP2) Quality Assurance Standards as well as the following key documents and legislation:

NSW Government:

- *Privacy and Personal Information Protection Act 1998*;
- NSW Information Commissioner's Charter for Public Participation;
- *Crown Land Management Act 2016*;
- *Environmental Planning and Assessment Act 1979*;
- *Disability Inclusion Act 2014*.

Camden Council:

- Camden Economic Development Strategy;
- Cultural Activation Strategy;
- Camden Youth Strategy;
- Children and Families Strategy;
- Disability Inclusion and Accessibility Plan.

### Consultation Process

An extensive community consultation process, including both online and in person engagement opportunities, was undertaken which helped inform the draft Strategy and captured vital information from the broader community, key stakeholders and staff.

The consultation process included:

- Online and in-person community surveys available at our libraries, Oran Park Administration Building, Camden Civic Centre, Alan Baker Art Gallery, Mount Annan Leisure Centre;
- Four engagement stalls at Narellan Town Centre, Oran Park Podium, Argyle Street activation corner in Camden and Mt Annan Shopping Centre; and
- Workshop with staff involved in community engagement across Council.

Survey and engagement questions focused on how the community would like to be communicated and engaged with, while gathering information about preferred communication and engagements methods, as well as identifying areas of improvements.

### **What We Heard**

The three key themes from the consultation process were:

1. Council's communication and engagement activities and programs needed to be accessible, inclusive, consistent, clear and easy to understand.
2. Our community wanted the option of both online and in-person engagement and physical communication methods.
3. The importance of an effective framework to support and guide Council staff when engaging with the Camden community.

### **Draft Strategy Public Exhibition**

Following endorsement by Council, the draft Communications and Community Engagement Strategy will be placed on public exhibition for a period of 28 days.

The following activities are proposed for the public exhibition period:

- A comprehensive Communications Plan to inform the community of the public exhibition period, encourage consideration of the draft Strategy and seek feedback;
- Exhibition page with online submission form on Your Voice Camden; and
- Customer relations and Library displays and community outreach opportunities.

### **FINANCIAL IMPLICATIONS**

There are no direct financial implications for Council as a result of this report.

### **CONCLUSION**

The draft Strategy will support Council to achieve its objectives for promotion of services, facilities and initiatives, being inclusive and the provision of opportunities for public participation in decision-making.

It is recommended that Council endorse the draft Communications and Community Engagement Strategy to be placed on public exhibition.

### **RECOMMENDED**

**That Council:**

- i. endorse the public exhibition of the draft Communications and Community Engagement Strategy included as an attachment to this report for a period of 28 days;**
- ii. if no unresolved submissions are received during the public exhibition, adopt the Communications and Community Engagement Strategy effective from the day after the close of the exhibition period; or**
- iii. if any unresolved submissions are received during the public exhibition, receive a further report to consider the submissions.**

### **ATTACHMENTS**

- 1. Draft Communication and Community Engagement Strategy**

# Minutes

## Ordinary Council Meeting

Camden Council  
Administration Centre  
70 Central Avenue  
Oran Park

11 October 2022



camden  
council



**ORD04 TENDER T004/2022 – BANKING AND BILL PAYMENT SERVICES**

Motion: Moved Councillor C Cagney, Seconded Councillor Dommaraju that Council accept the tender provided by the Commonwealth Bank as per the terms and conditions of Tender T004/2022 Banking and Bill Payment Services, for an amount of \$699,905 (excl. GST) over the next five years, commencing on 1 November 2022 and in accordance with Council's adopted budget.

ORD148/22 THE MOTION ON BEING PUT WAS **CARRIED**

Councillors Campbell, C Cagney, A Cagney, Farrow, Dommaraju, Zammit and McLean voted in favour of the Motion.

No Councillors voted against the Motion.

**ORD05 DRAFT COMMUNICATIONS AND COMMUNITY ENGAGEMENT STRATEGY – PUBLIC EXHIBITION**

Motion: Moved Councillor C Cagney, Seconded Councillor A Cagney that Council:

- i. endorse the public exhibition of the draft Communications and Community Engagement Strategy included as an attachment to this report for a period of 28 days;
- ii. if no unresolved submissions are received during the public exhibition, adopt the Communications and Community Engagement Strategy effective from the day after the close of the exhibition period; or
- iii. if any unresolved submissions are received during the public exhibition, receive a further report to consider the submissions.

ORD149/22 THE MOTION ON BEING PUT WAS **CARRIED**

Councillors Campbell, C Cagney, A Cagney, Farrow, Dommaraju, Zammit and McLean voted in favour of the Motion.

No Councillors voted against the Motion.

**ORD06 MINUTES TO THE 6 JULY 2022 AUDIT, RISK AND IMPROVEMENT COMMITTEE MEETING**

Motion: Moved Councillor A Cagney, Seconded Councillor Zammit that Council note the minutes of the 6 July 2022 Audit, Risk and Improvement Committee meeting.

ORD150/22 THE MOTION ON BEING PUT WAS **CARRIED**

Councillors Campbell, C Cagney, A Cagney, Farrow, Dommaraju, Zammit and McLean voted in favour of the Motion.

No Councillors voted against the Motion.