

Community Engagement and Public Participation in Moreland

Implementation Plan 2018-2020

Implementation component	Actions	Timeline	Responsibility (lead)	Involve	Resources
Organisational commitment to community engagement	Policy Adoption	December 2018	Whole of Council		Publication and communication of the Policy 3-5K
	Reorganisation and establishment of a new Department including Director, Manager and Officer(s) to support community engagement	December 2018 – June 2019	Engagement and Partnerships		Budget for community engagement officer(s) TBC subject to future budget bids 2019/2020
	Initiate Council capacity building mechanisms and/or programs, with a focus on Council Officers with existing responsibilities for engagement	January – December 2019	Engagement and Partnerships	Customer service	Staff time (existing)
Create processes for organisational change through the Community Engagement Framework	Develop guidelines on individual community engagement approaches in the Community Engagement Framework	January – June 2019	Engagement and Partnerships	Communications	Staff time (existing)
	Develop a costing schedule for engagement approaches identified in the Framework (i.e. information on the resources, timeframes and costs involved).	January – June 2019	Engagement and Partnerships	Communications Customer service Finance	Staff time (existing)

Implementation component	Actions	Timeline	Responsibility (lead)	Involve	Resources
	Develop a Council Procedure for planning community engagement, including a tool to identify appropriate stakeholders.	January – June 2019	Engagement and Partnerships	Community Development	Staff time (new)
	Integrate the Policy and Framework with Council’s Customer Service Strategy and reporting on service standards.	January – June 2019	Engagement and Partnerships	Customer Service	Staff time (existing)
	Embed the Policy and Framework within the Council’s project development, planning and management processes and systems.	January – June 2019	Engagement and Partnerships	Complaints Officer Customer Service Organisation Development Strategic Projects Oversight Committee (SPOC) Project Management Office (PMO) Governance	Staff time (new)
	Develop a monitoring and evaluation plan for the Policy, including monitoring and evaluation of engagement plans and approaches, level of outreach and monitoring performance against customer service standards.	January – June 2019	Engagement and Partnerships	Research Customer Service	Staff time (existing) Staff time (new)

Implementation component	Actions	Timeline	Responsibility (lead)	Involve	Resources
Pilot the community engagement Policy and Framework	Pilot the Policy and Framework on new Council initiatives, including monitoring, evaluation and reporting on each pilot.	June 2019 - June 2020 (2019/20 financial year)	Engagement and Partnerships	TBC – pending selection of pilots	Staff time (new) Discretionary budget to support engagement activities on pilot projects 10 – 20K
	Document case studies of recent flagship Council community engagement initiatives for organisational learning (e.g. Community Venues policy, Bonwick Street redevelopment).	TBC	Engagement and Partnerships	TBC – pending selection of case studies	Staff time (new) Communications consultancy 10K
Establish knowledge systems and tools to support place-based community engagement in Moreland	Develop a public knowledge database of community groups and services in Moreland (Community Directory)	January – December 2019	Organisation Development	Community Development Communications IT (Digital Strategy)	Staff time (new) Community Directory max Budget TBC subject to future budget bids 2019/2020
	Develop a Council stakeholder database with contact details of interested community members and groups.	January – December 2019	Engagement and Partnerships	Communications IT	Staff time (new) IT consultancy TBC
	Develop a calendar of events and Council community engagement activities.	January – December 2019	Engagement and Partnerships	Community Development Communications IT	Staff time (new) IT consultancy TBC
	Update information on the Moreland website, improve placement and searchability of information, including Frequently Asked Questions (FAQs).	January – December 2019	Communications	Engagement and Partnerships IT	Communications and IT consultancy 20-30K

Implementation component	Actions	Timeline	Responsibility (lead)	Involve	Resources
	Audit and procure new Council inventory items for community engagement at public events (e.g. marques, banners etc.)	January – June 2019	Engagement and Partnerships	Communications Arts and culture Places team Community Development	Staff time (new) New equipment 30-40K
	Options study into prospective innovative digital platforms for community engagement in Moreland (e.g. oursay, bang the table etc.)	January – December 2019	Engagement and Partnerships	IT Communications Research	Staff time (new) Consultancy 20-30K (TBC)
	Gap analysis of current and future inclusive community engagement needs in Moreland, including language, accessibility and equity-based needs.	January – December 2019	Engagement and Partnerships	Community Development Research Communications	Staff time (new)
Implementation Plan Phase 2	Develop an implementation plan workplan and budget bids for 2019/2020 (see table below)	June – December 2019	Engagement and Partnerships	Consultation with all Directorates	Budget TBC subject to future budget bids 2019/2020

Prospective considerations and initiatives

Community Engagement Implementation Plan Phase 2

Initiative	Description
Moreland community grants review	Conduct a review of the Community Grants Program against principles of the Policy. Identify opportunities and processes that support community led action, including capacity building programs that empower less mobilised parts of the community, as well as an evaluative framework to measure social outcomes of the grants program.
Review of Community Reference Groups, Working Groups and Advisory Committees to Council	Review advisory groups to Council and their Terms of Reference against the principles of the Policy.
Online digital engagement improvements and platforms	Council investment and utilisation of digital engagement software, e.g. oursay, bang the table. Improve website navigability and layout for engagement, e.g. 'Participate Melbourne', City of Melbourne.
Online performance reporting	Development of online and transparent performance-based reporting as a means of engagement on Council project and Policy progress, e.g. Alpine Shire Council
Implement a program of work to improve inclusive engagement in Moreland	Review existing and future prospective Council engagement approaches for inclusive engagement including language, accessibility, equity and outreach to less visible community members and groups.
Customer Service Centre enhancements	Customer service centre activity and platform improvements, implemented in conjunction with Moreland's Customer Service Strategy.
Officer recruitment for community engagement	Recruitment of digital engagement officer and/or inclusive engagement officer capacity to support Phase 2.
Internal training modules for staff on community engagement	Specific modules highlighted during consultation: <ul style="list-style-type: none"> - Training on community engagement for policy development and/or review - Community engagement and 'difficult conversations' - Online interactive tool for officers to support decision-making and planning for engagement.
Council procurement processes review	Integrate Community Engagement Policy and Framework into procurement, consultancy and contractor processes.