

Council Plan 2021 - 25

Strategic Engagement Plan



Context

The City of Greater Dandenong is home to approximately 168,000 people. We are the most culturally diverse municipality in Australia, with residents from 167 different birthplaces. Our population is rapidly growing and diversifying – we are expecting to be home to an additional 45,000 people in the next 10 years.

Council has worked with the community of Greater Dandenong to develop a future vision of how people want their city to be. This community consultation project – called ‘Imagine 2030’ – was initiated in 2008 and refreshed in 2017 as part of the development of the current Council Plan 2017-21. Three key themes emerged from this consultation – People, Place and Opportunity – and a vision of Greater Dandenong as a safe and vibrant city of opportunity for all – to visit, work, live and play.

Now, the City of Greater Dandenong is preparing to develop its next Council Plan 2021-25. For the first time, our community health and wellbeing plan will be part of our four-year council plan. We will develop our council plan in accordance with deliberative engagement practices and community engagement principles, as required in the *Local Government Act 2020* and review health and wellbeing priorities and actions within the council plan in accordance with the Public Health and Wellbeing Act (s27(2)(b))

At a critical time of transition, especially in light of the COVID-19 pandemic, the council plan is an opportunity to engage our community in a conversation about our shared vision and priorities for the future. Communities are increasingly looking to local government for support. The City of Greater Dandenong is committed to ongoing improvement in how we engage and partner with our community to create a safe and vibrant city of opportunity for all.

We have great strengths in our community to build on – the richness and diversity of our cultural groups, our growing business sector, vibrant youth groups and our thriving scene of cultural events, festivals, theatre and performance. Collectively, we have important challenges to face, including recovery from COVID-19 and addressing pre-existing vulnerabilities in our community that have been further exacerbated by this crisis. The council plan sets our direction for the next four years.

This high-level engagement plan provides the outline for how engagement will be undertaken over the next 12 months to create a purposeful and meaningful council plan to guide us for the next four years.

Purpose

Our community has set a vision for Greater Dandenong to be a safe and vibrant city of opportunity for all to visit, work, live and play.

The Council Plan sets the direction for council activity, including our work with partners, for the next four years towards our long-term vision. We want to ensure our Council Plan 2021-25 reflects what matters most to our community.

What should council prioritise to meet our community's diverse needs in the next four years?

Level of Influence




The highest level of influence through this process is COLLABORATE as outlined in the International Association of Public Participation spectrum. This means:

The City of Greater Dandenong will partner with our community and work together with you to incorporate...your advice and recommendations into the council plan to the maximum extent possible.




The Councillors of the City of Greater Dandenong will have final decision-making authority over the council plan.

Engagement Scope

People can influence (negotiables)

-  Community vision
-  Council's priorities for the next four years, including public health and wellbeing priorities
-  Services, projects and facilities for the community

People can't influence (non-negotiables)

-  Council's operational budget
-  Compliance with legal requirements / legislation
-  Private and state land ownership

Engagement Objectives

Engagement Objective

Measure of success



To understand the views and priorities of our diverse community and stakeholders, including those of people who are less likely to participate in standard engagement activities and those who are more likely to experience health inequities

- An open public engagement process is conducted
- All community cohorts identified are offered an opportunity to participate
- Community input – number of responses from community members
- Range of engagement activities held – number and range of engagement activities
- All barriers to participation are removed or steps are taken to overcome them
- 80% of identified target groups are represented in the process (involvement in at least one activity)



To build trust and strengthen relationships with the community and key stakeholders

- An engagement plan is developed and made public
- Range of communication methods used to communicate the opportunity to engage to a wide audience
- At least 75% of participants surveyed are satisfied that the engagement process was genuine and meaningful



To provide an open and transparent process that builds understanding and acceptance of the process and outcome

- An engagement plan is developed with a stakeholder analysis to identify and engage key stakeholders
- Regular communication with stakeholders
- At least 75% of participants surveyed are satisfied that the engagement process was genuine and meaningful



To provide a genuine level of influence over the final council plan

- At least 75% of participants surveyed are satisfied with the outcome of the process

People

A stakeholder analysis has been undertaken in preparation for this engagement process. This analysis has informed the below assessment of key groups of community members and stakeholders within the Greater Dandenong area.

| Category | Group / Cohort |
|------------------------|--|
| Decision-makers | <ul style="list-style-type: none"> • Councillors |
| Important Stakeholders | <ul style="list-style-type: none"> • Council executive and staff • Community engagement round table group/Council Staff • Council advisory group members • Community advisory groups • VicRoads • Public Transport Victoria (PTV) • Department of Health and Human Services (DHHS) • Residents and ratepayers of Greater Dandenong • Users of Council services and facilities • Interfaith networks • CALD community groups (interpreters and community leaders) • Schools and education institutions • Business groups, industry sector and large property owners • Health and community services/organisations • Public health and wellbeing networks and advisory groups • Community groups (broad), especially for youth, those who experience health inequities and healthy ageing • Development Victoria • Local MPs |

Promise

The City of Greater Dandenong promises to:



Work with our **diverse community leaders** to ensure community access to the engagement process is as broad as possible



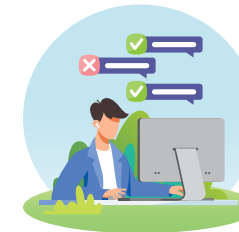
Listen to what people say



Document and record all inputs



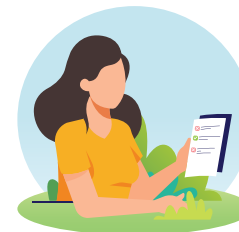
Report back on what we have heard



Base the council plan on **community recommendations** to the greatest extent possible



Identify where community/ stakeholder recommendations have **influenced** the council plan thinking



Identify where we can't incorporate a recommendation and clearly explain why



Provide **transparent, annual progress updates** during implementation

Roadmap

| | June – July 2020 | July – October 2020 | November 2020 | November 2020 – February 2021 | March – April 2021 | April – June 2021 |
|-------------------|--|---|---|--|---|--|
| | Engagement Planning | Phase 1: Internal Engagement & Community Activation | Phase 2: Incoming Councillor Engagement | Phase 3: Wide Community Engagement | Phase 4: Deliberative Engagement | Council Plan Development |
| Objectives | <ul style="list-style-type: none"> To establish a clear engagement plan to guide a collaborative community engagement process for council's future planning | <ul style="list-style-type: none"> To create collaborative leadership and set the foundations for the incoming council to plan effectively To build staff and councillor ownership of the council plan To gather staff and councillor input on priorities and gaps | <ul style="list-style-type: none"> To gain incoming councillor buy-in to the collaborative community engagement process and share insights from Phase 1 engagement To gather incoming councillor input to the council plan To build councillor ownership | <ul style="list-style-type: none"> To gather community input to the council plan To ensure a broad reach and diversity of views is gathered To provide a genuine level of influence over the final council plan To set public health and wellbeing priorities that will be reflected in plan | <ul style="list-style-type: none"> To use a deliberative process and convene a representative panel to define the final recommendations for the Council Plan | <ul style="list-style-type: none"> To develop the Community Vision and Council Plan 2021-25 to be submitted to the Minister by 30 June 2021 To close the loop and communicate how community, staff and councillor input has influenced the final plan, to ensure an open and transparent process |
| Activities | <ul style="list-style-type: none"> Internal co-design workshops Stakeholder analysis and mapping Development of a Strategic Engagement Plan Validate engagement plan | <ul style="list-style-type: none"> Staff activation Councillor interviews Desktop review of previous engagement Initial staff meeting Staff Workshop Community activation (Virtual Meetings, Community Organisation Conversations) Community Engagement Roundtable | <ul style="list-style-type: none"> Councillor workshop | <ul style="list-style-type: none"> Ward Forums Conversation Caravan Pop-Up Sessions Online engagement | <ul style="list-style-type: none"> Deliberative Panel Report back from deliberative panel to wider community Response from Council / Councillors Final recall session with deliberative panel | <ul style="list-style-type: none"> Council plan writing Councillor workshop Public exhibition period and submissions hearing Final approval of Community Vision and Council Plan 2021-25 Communicate outcomes to the community |
| Outputs | <ul style="list-style-type: none"> Strategic engagement plan | <ul style="list-style-type: none"> Internal Engagement Report Deeper stakeholder analysis to inform engagement plan in Phase 3, based on community leader feedback | <ul style="list-style-type: none"> Councillor Engagement Report | <ul style="list-style-type: none"> Wider Engagement Report Community Priorities Discussion Guide | <ul style="list-style-type: none"> Council plan recommendations Sign off from State Government to request exemption from developing standalone MPHWP | <ul style="list-style-type: none"> Final Community Vision and Council Plan 2021-25 Public health and wellbeing priorities signed off by DHHS and copy of plan provided to Secretary |