

Communications and Community Engagement – Council Policy No. 131

1. POLICY PURPOSE

To ensure effective and appropriate communication and community engagement practices with the local community, visitors, Council and other stakeholders.

2. POLICY STATEMENT

While Gannawarra Shire Council communicates and engages relatively effectively, there are areas where improvements can be made to create a better understanding of Council's goals and functions. These areas are:

- Reaching a broader section of the community
- Improving communication flow
- Communicating Council's functions and strategic priorities
- Improving the way we engage.

The Gannawarra Shire Council Communications and Engagement Strategy 2016-2019 aims to improve Council's communication and engagement practices with the local community, visitors, Council and other stakeholders.

This strategy lists five goals, each of which sets out tasks to improve communication and engagement. These goals are:

1. Maintain an open and honest dialogue with the community.
2. Commit to community involvement in projects.
3. Develop community engagement capacity.
4. Ensure the community understands the decision-making process and how their feedback influences Council decisions.
5. Build understanding of and engagement with Council's goals and priorities.

The tasks outlined in the strategy each have specific measures which assist Council to ensure these tasks have been implemented, and therefore, the goals of the strategy successfully achieved.

Council will implement the actions of the Communications and Community Engagement Strategy 2016-2019, improving the communication flow and engagement between Council, the community and other stakeholders.

The document will be regularly reviewed to ensure the outcomes (and therefore the goals) of the strategy are being successfully implemented. A full review of the strategy will take place following the conclusion of the document's timeframe (2016-2019).

3. SCOPE

This policy applies to Councillors, staff and consultants responsible for communication and community engagement undertaken for, or on behalf of, Gannawarra Shire Council.

4. RELATED POLICIES AND DOCUMENTS

- Communications and Engagement Strategy 2016-2019
- Policy No. 101 – Media
- Council Plan 2013-2017
- Gannawarra 2025
- Integrated Community Plan.

5. POLICY REVIEW

Council will review this policy as required, but always at the conclusion of the time period for Gannawarra Shire Council's Communications and Engagement Strategy 2016-2019.

At the time it was developed, this policy was compliant with the *Victorian Charter of Human Rights and Responsibilities Act 2006*.

6. FURTHER INFORMATION

Members of the public may inspect all Council policies at Gannawarra Shire Council's Kerang and Cohuna Offices, or online at www.gannawarra.vic.gov.au.

Any enquiries in relation to this policy should be directed to the Director Corporate Services on (03) 5450 9333.

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