

Community engagement

Action plan

2014 - 2015

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Community engagement action plan

The purpose of this plan is to identify the City of Fremantle's community objectives for 2014 – 2015.

The plan contributes to the ongoing implementation of the City's Community Engagement Framework. The framework was introduced in 2010 and since then the City has continued to find new ways to engage with the community to better understand their aspirations, needs and opinions.

The focus of this plan is to:

- Continue to train staff from across all four directorates to develop their skills to implement community engagement strategies.
- Build the City's online engagement capacity so the City can reach more people and provide more information and more opportunities to submit feedback and ideas.
- Capture information about daily interactions with people who use City services and facilities to provide the City with important feedback for improving the quality of services.
- Review and evaluate the City's community engagement process to ensure continuous improvement.
- Develop a strategic engagement programme and approach to maximise the value and impact of engagement.
- Continue to build a culture of community engagement that is integral to core business and contributes to open and transparent government and a more informed and engaged community.

1 Strategy

Develop a strategic engagement program and approach.

No.	Action	Responsibility	Timeframe
1.1	Identify organisational and directorate priorities for community engagement for 2015.	Transitioning to Manager Strategic Projects	December
1.2	Develop an engagement calendar for 2015	Transitioning to Manager Strategic Projects	December

2 Online engagement

Research online engagement packages to support the delivery of community engagement.

No.	Action	Responsibility	Timeframe
2.1	Investigate online engagement options and costs.	Transitioning to Manager Strategic Projects	December

3 Awareness raising and communication

Raise staff awareness of community engagement.

No.	Action	Responsibility	Timeframe
3.1	Publish information about community engagement on the intranet, including updates on the City's recent engagement projects and experiences.	Transitioning to Manager Strategic Projects	July - June
3.2	Deliver a presentation to raise awareness of community engagement and the role of all staff in contributing to the City's engagement commitment.	Transitioning to Manager Strategic Projects	February, June
3.3	Work with one business unit to develop and trial a simple way to collect and report everyday customer feedback.	Transitioning to Manager Strategic Projects	June

4 Learning and development

Develop the capacity for staff to implement engagement processes.

No.	Action	Responsibility	Timeframe
4.1	Implement an in-house training programme to assist staff develop skills to scope, deliver and evaluate engagement.	Transitioning to Manager Strategic Projects	February, April
4.2	Strengthen engagement skills for technical and specialist staff by providing access to external training opportunities.	Manager Human Resources	July - June

5 Support and delivery

Assist with the planning, delivery and review of engagement.

No.	Action	Responsibility	Timeframe
5.1	Support staff to implement community engagement strategies.	Transitioning to Manager Strategic Projects	July - June
5.2	Introduce new staff (as appropriate) to the role of the community engagement officer as part of induction to the organisation.	Manager Human Resources	July - June

6 Continuous improvement

Evaluate community engagement to assist ongoing improvement.

No.	Action	Responsibility	Timeframe
6.1	Monitor and report on the evaluation of projects in the IPM system.	Manager Infrastructure Projects	July - June