

COMMUNITY ENGAGEMENT RESOURCES FOR LOCAL GOVERNMENT

An Annotated Bibliography
August 2011



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1. Introduction (Context)

This annotated bibliography outlines a number of key resources on the topic community engagement that have been prepared for practitioners and policy makers. It was developed in conjunction with the ACELG Working Paper 'Local Government and Community Engagement.'

The selected resources have been produced by public sector organisations, - primarily the local government sector. While most have been produced within Australia, several international resources are included.

All the resources are available to be downloaded free of charge and so web links are included with each reference. In addition to specific publications, several databases and websites which contain a range of relevant resources for local government have been included.

2. Summary of Resources

This document contains information about a range of resources which have been grouped in the following broad categories:

- Guidelines
- Democracy and Governance
- Methods and process design
- Principles of engagement
- Council policies
- Case studies
- Resources about online participation

Each entry contains:

- The type of resource
- Where to access the resource
- A brief description.

2.1 GUIDELINES

2.1.1 COMMUNITY ENGAGEMENT HANDBOOK

Community Engagement Handbook. A Model Framework for Leading Practice in Local Government in South Australia. Local Government Association of South Australia. March 2008.

Type of resource: **Local government community engagement guidelines**

Access this document: online at <http://www.lga.sa.gov.au/goto/engage>

The focus of this guide is on 'getting the basics right' for any kind of engagement through good planning, rather than through a focus on interesting techniques.

This guide outlines five distinct phases of community engagement; planning, strategy development, implementation, feedback and reporting; and final evaluation. It outlines in detail a number of steps to be carried out within each phase.

Hypothetical case studies to illustrate each phase and key step are included throughout the handbook.

Some of the specific steps include: identifying key stakeholders, setting up and maintaining a community engagement record, establishing evaluation measures, defining community engagement objectives, selecting suitable techniques for engagement and preparing a feedback report for stakeholders.

The handbook also contains a number of templates:

- Stakeholder list template
- Matrix score sheet template
- Community engagement evaluation template
- Community engagement strategy template
- Action plan template
- Task breakdown sheet template
- Community engagement feedback report template
- Community engagement final evaluation report template.

This guide is a useful tool for a project manager deciding on the best way to undertake engagement and for anyone seeking to realistically allocate resources or plan timelines for an engagement process. Experienced community engagement staff would also find the templates and checklists useful to support their planning.

2.1.2 LET'S TALK – A CONSULTATION FRAMEWORK

Victorian Local Governance Association, 2007. Let's Talk – a consultation framework. April 2007. ISBN 1876683856.

Type of resource: **Local government consultation guidelines**

Access this document: order online at

<http://www.vlga.org.au/Resources/Library/LetsTalkAConsultationFramework.aspx>

This 22 page document provides an easy to read overview of some of the key philosophical and practical considerations in undertaking consultation and engagement. The sections 'why do we talk?' and 'how do we talk?' provide useful context and background reading and are not solely pitched at a council staff member but may be useful for councillors or community members. It could be used to start a discussion within a group about how or why to undertake community engagement.

The document contains a glossary with definitions of some key words used in engagement practice. It also contains a list of other key resources. The 2 page summary of various techniques, and examples of both benefits and what can go wrong when using a particular technique, is a useful resource.

2.1.3 COMMUNITY CONSULTATION RESOURCE GUIDE

Victorian Local Governance Association, 2001, Best Value Victoria, Community Consultation Resource Guide.

Type of resource: **'How to' guide with a local government focus**

Access this document: online at <http://www.vlga.org.au/>

This 17 page document contains principles and a set of checklists to apply at various stages of the consultation cycle. The specific stages it addresses include:

- Focus (clarifying focus of the consultation)
- Inclusiveness, accessibility and diversity
- Provision of information
- Timing
- Responsiveness and feedback
- Evaluation
- Resourcing

The checklists include brief, clear and practical prompts to consider in planning a consultation activity.

The document also briefly describes a range of methods including e-consultation, simulations, charettes, and large group methods. It contains a 'consultation chart', which

suggests consultation methods that might be appropriate to specific categories of local government activity.

2.1.4 COMMUNITY ENGAGEMENT GUIDES

Department of Communities, Queensland Government, (2011) Engaging Queenslanders.

Type of resource: **Series of practical guides for community engagement practitioners**

Access this document: online at

<http://www.getinvolved.qld.gov.au/engagement/guides/index.html>

'The Engaging Queenslanders' series of guides are designed to provide practical advice and information for community engagement practitioners. While written for Queensland, these guides are relevant nationally.

Available guides:

- An introduction to community engagement
- Community engagement methods and techniques
- Community engagement in the business of government
- Engaging people with a disability
- Evaluating community engagement
- Working with Aboriginal and Torres Strait Islander (ATSI) communities
- Working with culturally and linguistically diverse (CALD) communities
- An information kit for CALD communities.

Box 1: Examples of guidance on community engagement for Australian local government

Resources produced by state governments or local government associations about how local government might successfully engage communities:

QUEENSLAND

- State of Queensland (2010), **Community engagement in Queensland Local Government - A guide**. Published by the Department of Infrastructure and Planning, December 2010
- Department of Communities, Queensland Government (various dates), **Community Engagement Guides**
- Queensland Government Department of Communities (2007), **Engaging Queenslanders; An introduction to working with culturally and linguistically diverse (CaLD) communities**

WESTERN AUSTRALIA

- Government of Western Australia, Department of Local Government (2010), **Implementing the Principles of Multiculturalism Locally**. Office of Multicultural Interests, Department of Local Government

VICTORIA

- Victorian Local Governance Association (2007), **Let's Talk – a consultation framework**.
- Victorian Local Governance Association (2001), Best Value Victoria, **Community Consultation Resource Guide**, 2001.

SOUTH AUSTRALIA

- LGA (2008), **Community Engagement Handbook**. A Model Framework for Leading Practice in Local Government in South Australia. Local Government Association of South Australia.

2.1.5 IDEAS FOR COMMUNITY CONSULTATION

Carson, L & Gelber, K (2001) Ideas for Community Consultation: A discussion on principles and procedures for making consultation work, NSW Department of Urban Affairs and Planning <http://www.planning.nsw.gov.au/> or http://www.activedemocracy.net/articles/principles_procedures_final.pdf

This guide contains a discussion of principles for making consultation work and seven specific methods including Resident Feedback Panels, Deliberative Polls, Citizen Juries and Focus Groups. It outlines and addresses a range of challenges faced in consultation as plan makers try to integrate public input into the plan making process. The guide outlines a number of important principles in clear language, with an explanation to how this might affect design of a consultation process.

2.2 DEMOCRACY & GOVERNANCE

2.2.1 RESEARCH PAPER 'CITIES – WHO DECIDES'

Kelly, J. (2010) *Cities: Who decides?* Grattan Institute Report No. 2010-5 OCT 2010. Grattan Institute, Melbourne.

Type of resource: **Research findings on relationship between public engagement and governance in successful cities**

Access this document: online at

http://www.grattan.edu.au/publications/052_cities_who_decides.pdf

This research investigates the array of formal and informal decision making processes that take place in relation to cities, and the range of actors (government and non-government) who are involved in these decisions. It investigates city-level decision making in eight cities that have 'significantly improved in serving a broad range of their residents' needs'. It considers what governance arrangements accompanied their improvement.

The report notes that high and sustained levels of public engagement in decision-making were found in many of the cities, especially where improvement required tough choices.

The report concludes that residents must be involved in decision making and that those cities that made tough choices and saw them through had early, genuine, sophisticated, and deep public engagement. It further suggests that this level of engagement is an order of magnitude different from what happens in Australia today.

2.2.2 RESEARCH PAPER 'COMMUNITY CONSULTATION IN VICTORIAN LOCAL GOVERNMENT'

Brackertz, N. and Meredyth, D. (2009). "Community Consultation in Victorian Local Government: A Case of Mixing Metaphors?" *The Australian Journal of Public Administration*. Vol 68 No 2, pp.152-166

Type of resource: **Journal article based on research that investigated council consultation with groups that are hard to reach**

This paper is based on a three-year collaborative research project investigating how community consultation is practiced by Victorian councils, especially in relation to multiple publics and groups that councils can find 'hard to reach'. Based on an analysis of consultation documents, this article looks at councils' understanding of community consultation and underlying assumptions, the expected outcomes and how this is translated into guidance for practice. The research suggests that councils aim to consult to provide a range of outcomes, but there is a lack of clarity about how to choose and use the appropriate combination of consultation tool(s) and public(s) to facilitate these. It also suggests that Councils are unclear about how the outcomes of consultation feed into existing decision-making processes and the implications of this for democratic legitimacy. It

explores how typologies inform the consultation documents developed by councils and in how far they support practice and discuss the need to involve multiple publics and the vexed issue of who is hard to reach and why they should be consulted.

2.2.3 RESEARCH PAPER – CITIZEN ENGAGEMENT IN QUEENSLAND

Redell, T. And Woolcock, G. (2004). "From Consultation to Participatory Governance? A critical review of citizen engagement strategies in Queensland." The Australian Journal of Public Administration. Vol 63 No 3, pp. 75-87.

Type of resource: **Journal article that explores the relationship between citizen engagement practices and participatory governance**

This article explores what appears to be a major shift in the policies and practices of national and international governments — the increased attention to, and use of, citizen engagement strategies as a basis for developing more participatory forms of governance. The article examines recent citizen engagement initiatives of the Queensland state government which have grappled with these complex political, policy and service concerns. The potential innovation and effectiveness of citizen engagement techniques and approaches are examined. The limitations of technical methodologies based on a traditional consultative framework are highlighted. The article analyses the relationship between these citizen engagement practices and more strategic democratic reforms based on notions of participatory governance.

2.2.4 LITERATURE REVIEW ON COMMUNITY GOVERNANCE

Pillora, S. & McKinlay, P. (2011) Local Government and Community Governance: A Literature Review. Australian Centre of Excellence for Local Government. March 2011 ACELG Working Paper no.2

Type of resource: **International literature review on community governance**

Available at: <http://www.acelg.org.au/news-detail.php?id=142>

Community governance recognises the growing distinction between the formal role of local government and the practice of governance, which typically involves a wide range of networks linking various government bodies, civil society organisations, and the private sector. This literature review was developed in conjunction with the ACELG research paper, *Evolution in Community Governance: Building on What Works*, which will be available on the ACELG website in late 2011.

2.2.5 CLEAR: A DIAGNOSTIC TOOL FOR LOCAL AUTHORITIES

Pratchett, L., Durose, C., and Lowndes, V. (2009) Empowering communities to influence local decision making, Evidence-based lessons for policy makers and practitioners

Type of resource: **Diagnostic tool to assist councils improve effectiveness of community engagement.**

Access online at: www.communities.gov.uk

This paper outlines lessons drawn from a detailed analysis of where community empowerment has worked. An overview of the CLEAR method, developed by Lawrence Pratchett, Vivien Lowndes and Gerry Stoker, is included as a valuable tool to better understand the community the local authority is trying to empower.

The CLEAR model is a self-evaluation tool which local authorities and other organisations can use to better understand the context in which participation and empowerment are to be encouraged. The tool identifies five factors that underpin citizens' uneven response to participation and argues that participation is most effective where citizens:

C an do – have the resources and knowledge to participate

L ike to – have a sense of attachment that reinforces participation

E nabled to – are provided with the opportunity for participation

A sked to – are mobilised through public agencies and civic channels

R esponded to – see evidence that their views have been considered.

A series of questions are included which can be used to guide assessment against these objectives.

2.2.6 ACTIVE DEMOCRACY WEBSITE

Website of Professor Lyn Carson, Active Democracy: Citizen Participation in Decision Making

Type of resource: **Website containing resources**

Access online at: <http://www.activedemocracy.net>

University of Western Sydney Professor Lyn Carson's website provides links to many resources, reviews and some case studies that individuals, groups or organisations can use to enhance citizens' involvement in the activities of local, state or federal government. It also has links to information about specific methods and a focus on deliberative democracy and community engagement in the context of democratic systems.

2.3 METHODS AND PROCESS DESIGN

2.3.1 INVOLVE PEOPLE AND PARTICIPATION GUIDE

Involve (2005) People & Participation, How to put citizens at the heart of decision-making.

Type of resource: **A guide to participation methods and the participation planning process**

Access this document: online at www.involve.org

This guide from the United Kingdom is based on research and collaborative development through a programme of interviews, workshops, desk research and discussions carried out by the organisation, Involve in 2004/05. The guide summarises the key factors in participatory working as follows:

Purpose + Context + Process = Outcome

The guide assesses the advantages and disadvantages of a range of participation methods. It also provides detailed guidance on how to plan for participation to ensure effectiveness of the selected approaches.

2.3.2 GROUP FACILITATION METHODS

International Association of Facilitators Website

Access this document: online at <http://www.iaf-methods.org>

This site is intended for professional facilitators and is dedicated to online and face-to-face methods for creating, leading, and following up group meetings.

Registered users (registration is free) have access to the Research and the Downloads sections, and to a newsletter, and can add their own methods to this database. The site also contains a comments section per method for in depth discussions. Readers can download files, query the methods list or view FAQ's. There are 1400 resources currently listed on the Bibliography page.

2.3.3 DIALOGUE AND DELIBERATION METHODS

National Coalition of Dialogue and Deliberation Website (United States)

Type of resource: **Website and resource database**

Access online at: <http://ncdd.org/rc/best-of-the-best-resources>

The U.S. based organisation has more than 1,400 organisational members and professionals from across the U.S. and 39 other countries (NCDD 2011). The NCDD website offers 'literally thousands of resources and best practices' and allows free access to resources, which are searchable by categories. A useful starting page is the 'best of the best resources' – 'NCDD

director Sandy Heierbacher's biased opinion on what are some of the best books, guides and tools out there about dialogue, deliberation and public engagement'.

2.3.4 PUBLIC MEETINGS

Halvorsen, K.E., 2006. Critical Next Steps in Research on Public Meetings and Environmental Decision Making. *Human Ecology Review*, Vol. 13, No. 2, 2006.

Type of resource: **Journal article exploring key issues and considerations when holding public meetings**

Access this document online at:

http://www.surfcoast.vic.gov.au/Council/Documents/Policies/SCS_017_Community_Engagement.pdf

The resource looks at three main questions:

- *Why do or don't people attend public meetings?*
- *How does working with the public affect decision makers and their willingness to conduct future public meetings?*
- *How does public meeting input affect decision making?*

This article focuses mostly on one-time or short term public meetings that are open to the general public or a segment of the public. It draws on a review of the literature and poses interesting questions, as well as highlighting various relationships that other research projects have discovered.

2.3.5 APPRECIATIVE INQUIRY

Elliott, C. (1999) *Locating the Energy for Change: An Introduction to Appreciative Inquiry*. Winnipeg, Manitoba: International Institute for Sustainable Development.

Type of resource: **Report providing overview of the theory and practice of Appreciative Inquiry**

Access this document online at: <http://www.iisd.org/pdf/appreciativeinquiry.pdf>

This report provides a useful overview of the application of Ai in the international development and organisational context. Part 1 is an introduction to the psychological and social underpinnings of AI. Part 2 goes through the process of an AI. Part 3 presents case studies of appreciative inquiry at work in organizational and community settings.

Chapter 10 is a transcribed interview with Joep de Jong, an appreciative approach practitioner whose company has applied the approach in a wide variety of organisational settings in both the public and private sectors. In this interview he reflects on that experience, using two particular projects as examples of his company's approach.

2.4 PRINCIPLES OF ENGAGEMENT

2.4.1 IAP2 CORE VALUES OF PUBLIC PARTICIPATION

IAP2 Core Values of Public Participation

Available at: <http://iap2.affiniscap.com/associations/4748/files/CoreValues.pdf>

In Australia the practice of community engagement is substantially informed by the International Association of Public Participation (IAP2). As one of the main sources of practitioner training, professional support and review of practice, it is also used by many local authorities as the basis for their own community engagement policies. The core values outlined by IAP2 for community engagement are:

1. The public should have a say in decisions about actions that could affect their lives
2. Public participation includes the promise that the public's contribution will influence the decision
3. Public participation promotes sustainable decisions by recognising and communicating the needs and interests of all participants, including decision makers
4. Public participation seeks out and facilitates the involvement of those potentially affected by or interested in a decision
5. Public participation seeks input from participants in designing how they participate
6. Public participation provides participants with the information they need to participate in a meaningful way
7. Public participation communicates to participants how their input will affect the decision.

2.4.2 CORE PRINCIPLES, THE BRISBANE DECLARATION

The International Conference on Engaging Communities 2005, *The Brisbane Declaration*

Available at: http://www.getinvolved.qld.gov.au/assets/pdfs/brisbane_declaration.pdf

The Brisbane Declaration on Community Engagement endorses the core principles of integrity, inclusion, deliberation and influence in community engagement, whilst also identifying that 'meaningful community engagement seeks to address barriers and build the capacity and confidence of people to participate in, and negotiate and partner with, institutions that affect their lives, in particular those previously excluded or disenfranchised' (Brisbane Declaration 2005).

The Brisbane Declaration which was developed at the *International Conference on Engaging Communities* held in Brisbane 14-17 August 2005, drew on a number of sources of global definitions and aspirations for community engagement, including *the International Association of Public Participation's (IAP2) core values*, as well as from consultation with practitioners before and during the conference.

2.4.3 CORE PRINCIPLES

The National Coalition for Dialogue and Deliberation (NCDD), Core Principles for Public Engagement

Available from: <http://www.thataway.org/main/wp-content/uploads/2009/05/PEPfinal-expanded.pdf>

This United States based organisation, with the participation of IAP2 and endorsement by many other institutions, has derived a set of core principles for public engagement which are proposed to represent the 'common beliefs and understandings of those working in the fields of public engagement, conflict resolution, and collaboration' (NCDD 2009). They are:

1. Careful Planning and Preparation
2. Inclusion and Demographic Diversity
3. Collaboration and Shared Purpose
4. Openness and Learning
5. Transparency and Trust
6. Impact and Action
7. Sustained Engagement and Participatory Culture.

2.5 INDIVIDUAL COUNCIL POLICIES

2.5.1 SURF COAST SHIRE COMMUNITY ENGAGEMENT POLICY

Surf Coast Shire (2010) Community Engagement Policy. Version 1. 28 April 2010.

Type of resource: **Example of Local Government Policy**

Access this document online:

http://www.surfcoast.vic.gov.au/Council/Documents/Policies/SCS_017_Community_Engagement.pdf

A 3-page policy which outlines the approach to community engagement of the Surf Coast Shire in Victoria. It includes definitions of *community*, *citizenship*, *community engagement*, *deliberative democracy* and *deliberative democratic processes*.

The policy has a strong focus on outlining the benefits of community engagement including the quality of decision making, the development of human potential, sharing of responsibilities, and creating more inclusive and sustainable communities. It makes a series of commitments – both to the principles it will use in its engagement work (integrity, inclusion, deliberation and influence) and to the specific features of how council will work to engage citizens in decision making. The policy addresses issues of level of influence, diversity of representation, learning and deliberation, cost-effectiveness, and supporting staff to gain confidence and capacity to engage effectively with communities (Surf Coast Shire 2010).

2.5.2 CITY OF ONKAPARINGA COMMUNITY ENGAGEMENT FRAMEWORK

City of Onkaparinga, Community Engagement Framework

Type of resource: **Example of Local Government Community Engagement Framework**

Access these documents: Community Engagement Framework; Community Engagement Approach decision Making Diagram; or the Community Engagement Guide available from: <http://www.onkaparingacity.com/onka/home.jsp> or

http://www.onkaparingacity.com/onka/council/community_engagement.jsp

This Framework is highlighted as a leading practice example in the Local Government Association of South Australia report *Community Engagement Snapshot of Councils* (2007). It also won an IAP2 Best Public Participation Policy Framework in 2007.

Rather than a single policy document, Onkaparinga Council created a Community Engagement handbook, the document that forms part of their Community Engagement Framework.

The process began with a review of existing community engagement practice. Members of staff were regarded as key stakeholders, along with other groups in the community, and stakeholders were consulted in developing the Framework. The Framework has also involved the establishment of a Community Engagement Unit with specific support functions across council, a Stakeholder Register, and a Resident Feedback register.

2.5.3 LATROBE CITY POLICY & STRATEGY

Latrobe City Council (2005) Latrobe City Community Engagement Policy and Strategy

Type of Resource: **Example of Community Engagement Strategy**

Available online at:

<http://www.latrobe.vic.gov.au/WebFiles/Council%20Services/Community%20Development/CEPS%202005.pdf>

The **Latrobe City Community Engagement Policy and Strategy** (2005) outlines councils' commitment to a community engagement strategy and policy, defines what council means by engagement, and describes ways of enhancing engagement. This policy outlines a set of principles of good engagement taken from Best Value Victoria (VLGA 2001), and distinguishes between different times when engagement will take place (different purposes for engagement) including:

- Latrobe City 2021 Strategy Plan
- Policy development and implementation
- Site specific
- Service planning
- Area improvement
- Legislative requirements including planning issues.

A checklist contains information about what consultation activities will take place for the different types of engagement.

Box 2: Examples of Other Individual Council Community Engagement Policies and Strategies*

New South Wales

- City of Canada Bay Community Engagement Policy (2010)
- Sutherland Shire Community Engagement Policy (2009)
- Manly Council Community Engagement Policy (2009)
- Rockdale Community Engagement Strategy and Policy (2006)

Victoria

- City of Bendigo Community Engagement Policy, Guidelines and Toolkit (2011)
- Surf Coast Shire Community Engagement Policy (2010)
- Colac Ottway Shire Community Engagement Policy (2010)
- Latrobe City Community Engagement Policy and Strategy (2005)

South Australia

- The City of Onkaparinga Community Engagement Framework (n.d.)
- City of Holdfast Bay Community Consultation and Engagement Policy (2010)
- Prospect City Council Community Engagement Policy (2007)
- City of Marion Community Consultation and Engagement Policy (2010)

Northern Territory

- Central Desert Shire Community Engagement Strategy and Policy (2011)

Tasmania

- Glenorchy City Council Community Engagement Policy (n.d.)
- Huon valley Council Community Consultation and Communication Strategy (n.d.)

Queensland

- City of Townsville Community Engagement Policy (2010)
- Gladstone Regional Council Community Engagement Policy (2010)
- Sunshine Coast Regional Council Community Engagement policy (2009)
- Logan City Council Community Engagement Policy (2009)
- Mackay Regional Council Community Engagement Policy (2009)

Western Australia^[1]

- Freemantle community Engagement Framework (2010)

2.6 CASE STUDIES

2.6.1 2.6.1 THE BEST OF PRACTICE – COMMUNITY ENGAGEMENT IN AUSTRALASIA 2005-2009

IAP2 (2010) The Best of Practice – Community Engagement in Australasia 2005-2009. International Association of Public Participation Australasia.

Type of resource: **case studies of best practice in community engagement from across Australia and New Zealand.**

Access this document: online at <http://www.iap2.org.au/news/id/54>

This collection of award-winning and diverse case studies is a valuable reference for councils. The case studies contain examples of how various tools, techniques and community engagement processes are applied in practice.

^[1] It is worth noting that other Western Australian councils make mention of policies but do not appear to have them available online – such as City of Swan’s Community Engagement Policy (http://www.swan.wa.gov.au/Our_City/Have_Your_Say) and City of Bunbury Community Engagement Strategy & Operational Guidelines (http://www.bunbury.wa.gov.au/pdf/minutes/10/101130_Council_Minutes_Amended.pdf)

2.6.2 PARTICIPEDIA

Participedia Website

Type of resource: **International Web based resource using wiki style technology**

Access this document online at <http://www.participedia.net>

The Participedia website encourages people from around the world to contribute examples of their participation practice:

'Participedia collects narratives and data about any kind of process or organization that has democratic potentials. A process is democratic when it functions to include, empower, or give voice to those affected by collective decisions in making those decisions.'

The site is administered from North America by academics and postgraduate students. At the time of publishing, it included 4 Australian case studies, and many more from Asia, Europe and North and South America. Administrators plan to include articles on a range of participatory methods such as deliberative polling, citizens' assemblies, and participatory budgeting, as well as articles about the organisations involved with participatory governance.

2.7 RESOURCES ABOUT ONLINE PARTICIPATION

2.7.1 STORIES FROM THE LOCAL GOVERNMENT WEB NETWORK

Local Government Web Network, Australia (July 2010) Stories from the Local Government Web Network

Type of resource: **collection of short 'stories' on a range of on line engagement topics by members of the network, including local government practitioners.**

Access this document on line at: <http://www.lgwebnetwork.org>. Enquires can be directed to lgwebnetork@lgsa.org.au

Topics in this edition: Managing your Local Business Centre Listing; Facing up to Facebook; Gov 2.0: Where to Begin; An Invitation to Edit Remix Improve; Why Your Web team Needs a Librarian; Broken Hill Breaks the Mould with Online Engagement.

2.7.2 USING ONLINE TOOLS TO ENGAGE

Matt Leighninger (2011) Using Online Tools to Engage – And Be Engaged By – The Public.

Type of resource: **Guide to online engagement tools for public sector managers**

Access this document on line at

http://www.businessofgovernment.org/sites/default/files/Using%20Online%20Tools%20to%20Engage%20The%20Public_0.pdf

The authors note that before selecting the best way to communicate with citizens, it is

important to understand where they are online, how they prefer to be engaged and what they expect from government.

This guide considers a range of specific situations that public managers might face:

- Scenario 1: You want to know the immediate citizen reaction to a particular, well-known issue or decision.
- Scenario 2: You are in the midst of a high-profile situation in which different sets of people do not agree about what should be done.
- Scenario 3: You need new ideas, and more information, from citizens to help make government more effective and/or efficient.
- Scenario 4: You are trying to encourage citizens to take shared ownership of an issue and participate in addressing it.
- Scenario 5: You are trying to educate citizens about a particular issue or decision.

With each of these scenarios the guide outlines the tactics, and the particular tools which suit that situation. They are grouped in themes of tactics to facilitate collaboration, surveying attitudes, and prioritizing options.

This resource is very accessible in layout and design, and grounded in practical examples. It also contains links to the specific tools or examples of tools that are available.

2.7.3 LOCAL GOVERNMENT GUIDE TO SOCIAL MEDIA

Jason Dawson, General Manager, Community Relations at Northland Regional Council, New Zealand (2010)

Type of resource: **On-line presentation on the use of social media tools**

Access this presentation at: <http://www.egov.vic.gov.au/>

This presentation was made to Society of Local Government Managers (SOLGM) Local Government Communications Forum, 24 May 2010, Wellington, New Zealand. It provides practical tips and advice to the sector on the use of a wide range of social media tools, in particular twitter and face book.

2.7.4 LISTEN, PARTICIPATE, TRANSFORM

The Young Foundation (June 2010) Listen, Participate, Transform. A social media framework for local government, A Local 2.0 think-piece. Funded by the UK Department of Communities and Local Government.

Type of Resource: **Discussion paper outlining a social media framework**

Access online at: <http://local2pointo.wordpress.com>

This paper was written for councils interested in using social media by presenting a 'simple and practical' framework' on which to base social media activities. The paper includes practical suggestions for engaging communities online. It could assist Australian councils who are looking to develop a social media policy.

About this Paper

This document was developed in conjunction with the Working paper 'Local Government and Community Engagement' prepared by the UTS Institute for Sustainable Futures behalf of ACELG. As it will updated periodically, ACELG welcomes suggestions of additional resources that would be of relevance to local government nationally and can be downloaded free of charge.

ABOUT ACELG

ACELG is a unique consortium of universities and professional bodies that have a strong commitment to the advancement of local government. The consortium is led by the University of Technology Sydney's Centre for Local Government, and includes the University of Canberra, the Australia and New Zealand School of Government, Local Government Managers Australia and the Institute of Public Works Engineering Australia. In addition, the Centre works with program partners to provide support in specialist areas and extend the Centre's national reach. These include Charles Darwin University and Edith Cowan University.

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