



# Influencing Change through Community Engagement



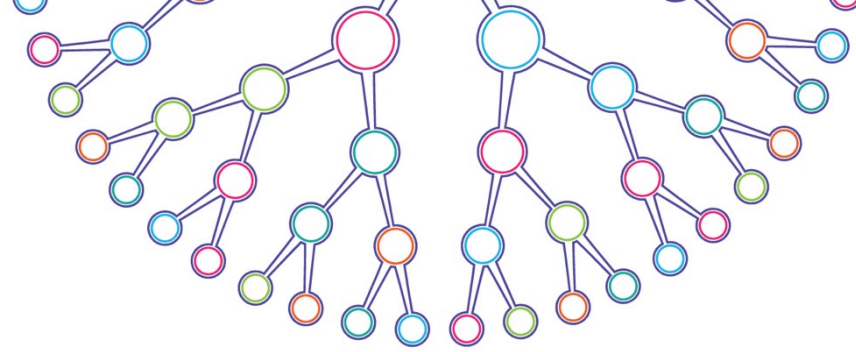
**iap<sup>2</sup>**  
international association  
for public participation  
**AUSTRALASIA**

CERTIFICATE IN ENGAGEMENT



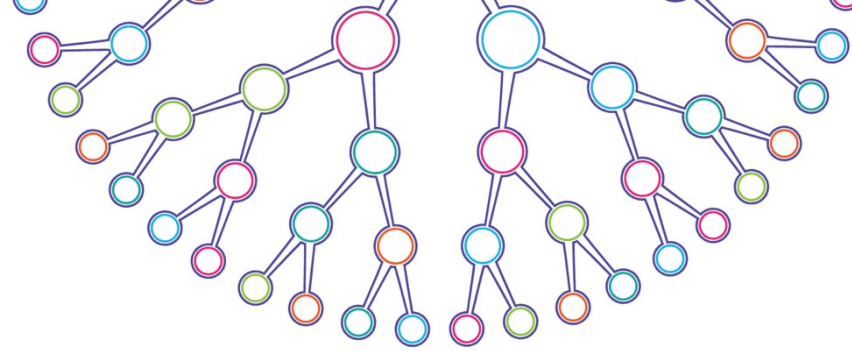


# What is Community Engagement?



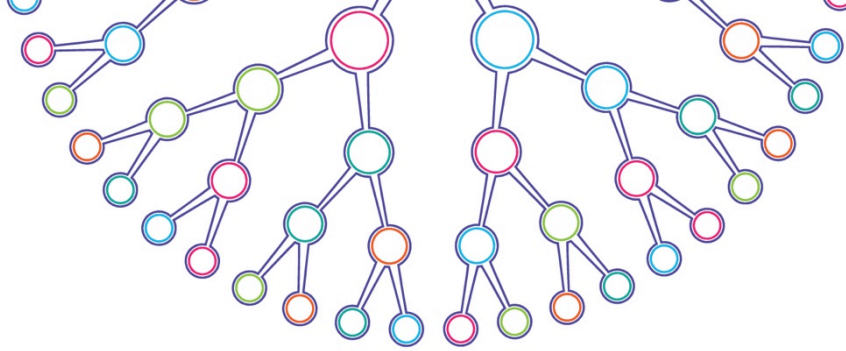
- Planned Process
- Purposeful
- Shaping decisions and actions of communities and/or organisations
- Recognising interdependence

# Benefits of Community and Stakeholder Engagement?



- Engagement allows the community to have a say
- Some problems and opportunities are so complex we need the community to be part of finding a way forward
- Restores trust
- Demonstrates commitment to listening and serving
- Saves money in the long run – reduces project risk
- Builds capacity and strengthens communities
- Harnesses collective power to support community endeavours

# IAP2 Core Values



1. Public participation is based on the belief that those who are affected by a decision have a right to be involved in the decision-making process.
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 affected the decision.

# IAP2'S PUBLIC PARTICIPATION SPECTRUM

The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

INCREASING IMPACT ON THE DECISION 

	<b>INFORM</b>	<b>CONSULT</b>	<b>INVOLVE</b>	<b>COLLABORATE</b>	<b>EMPOWER</b>
<b>PUBLIC PARTICIPATION GOAL</b>	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
<b>PROMISE TO THE PUBLIC</b>	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. We will seek your feedback on drafts and proposals.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

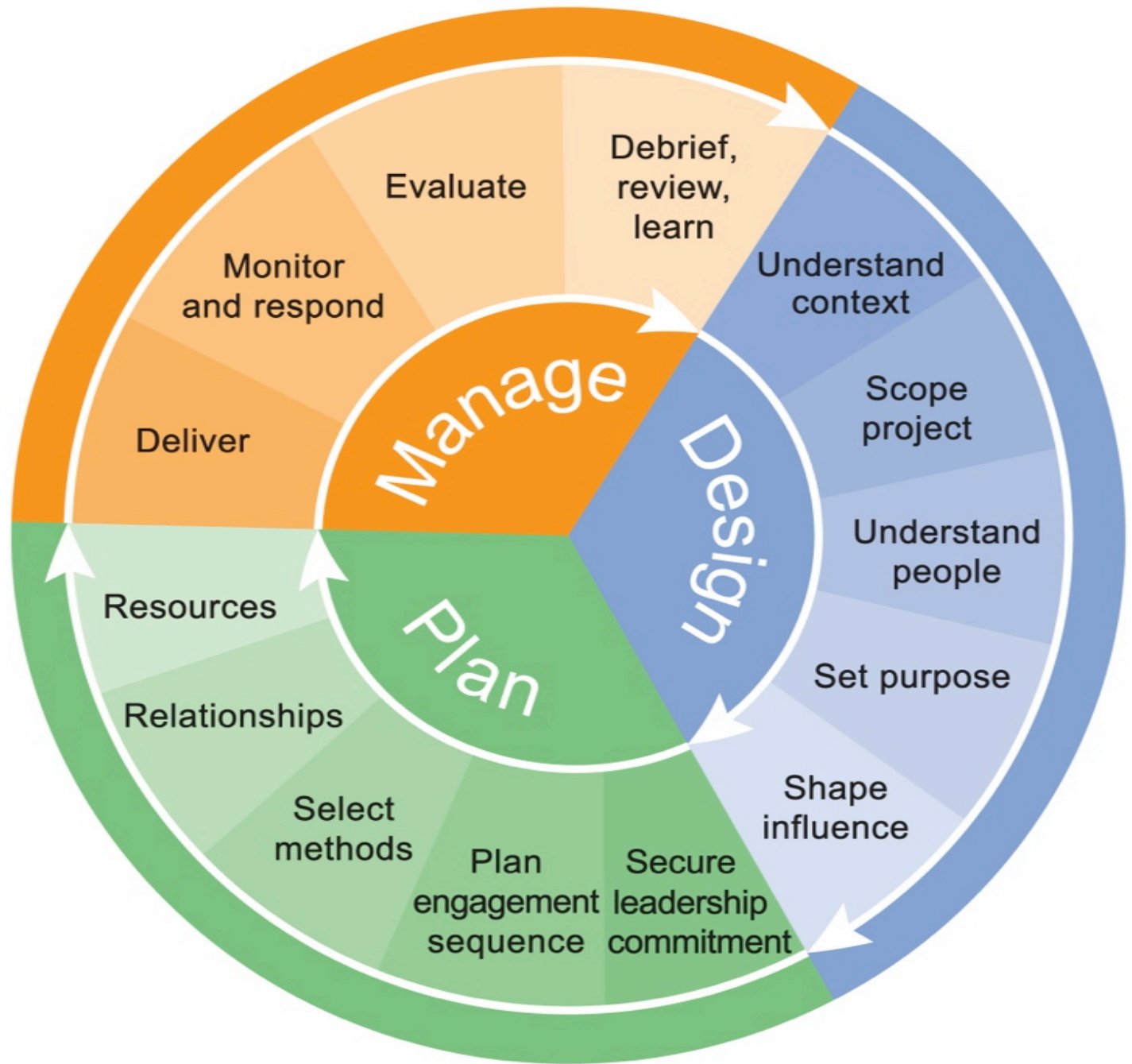
# Engagement is led by Both Organisations and the Community

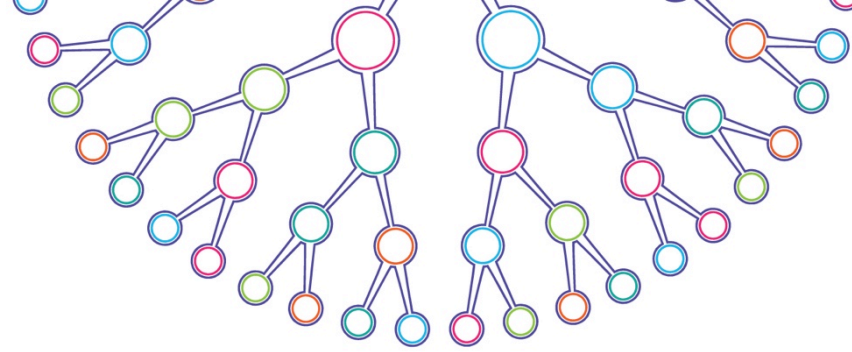


**DESIGN**

**PLAN**

**MANAGE**





# The Collaborative Decision Maker



**So, what does fair and equitable public participation look like?**

# Developing an engagement approach

*For all decisions, we have to consider  
the community's views and preferences*

The following should guide if, and to what extent, the council will engage with communities about an issue, project or decision:

- Legislation specifies that the council must consult with the public on the topic
- The council determines that the decision is significant and therefore consultation is required
- The council decides to consult with the public

## Local Government Act requirements

- (a) a local authority should—
  - (i) conduct its business in an open, transparent, and democratically accountable manner; and
  - (ii) give effect to its identified priorities and desired outcomes in an efficient and effective manner:
- (b) a local authority should make itself aware of, and should have regard to, the views of all of its communities; and
- (c) when making a decision, a local authority should take account of—
  - (i) the diversity of the community, and the community's interests, within its district or region; and
  - (ii) the interests of future as well as current communities; and
  - (iii) the likely impact of any decision on the interests referred to in subparagraphs (i) and (ii):
- (d) a local authority should provide opportunities for Māori to contribute to its decision-making processes

# Consultation requirements

## *Legislative requirements*

The Local Government Act specifies the use of the Special Consultative Procedure for some plans and processes, including:

- Long-term plan
- Local board plans
- Setting rates
- Bylaws of significant interest

Resource Management Act, Gambling Act and others specify particular consultation requirements

## Determining scale of engagement

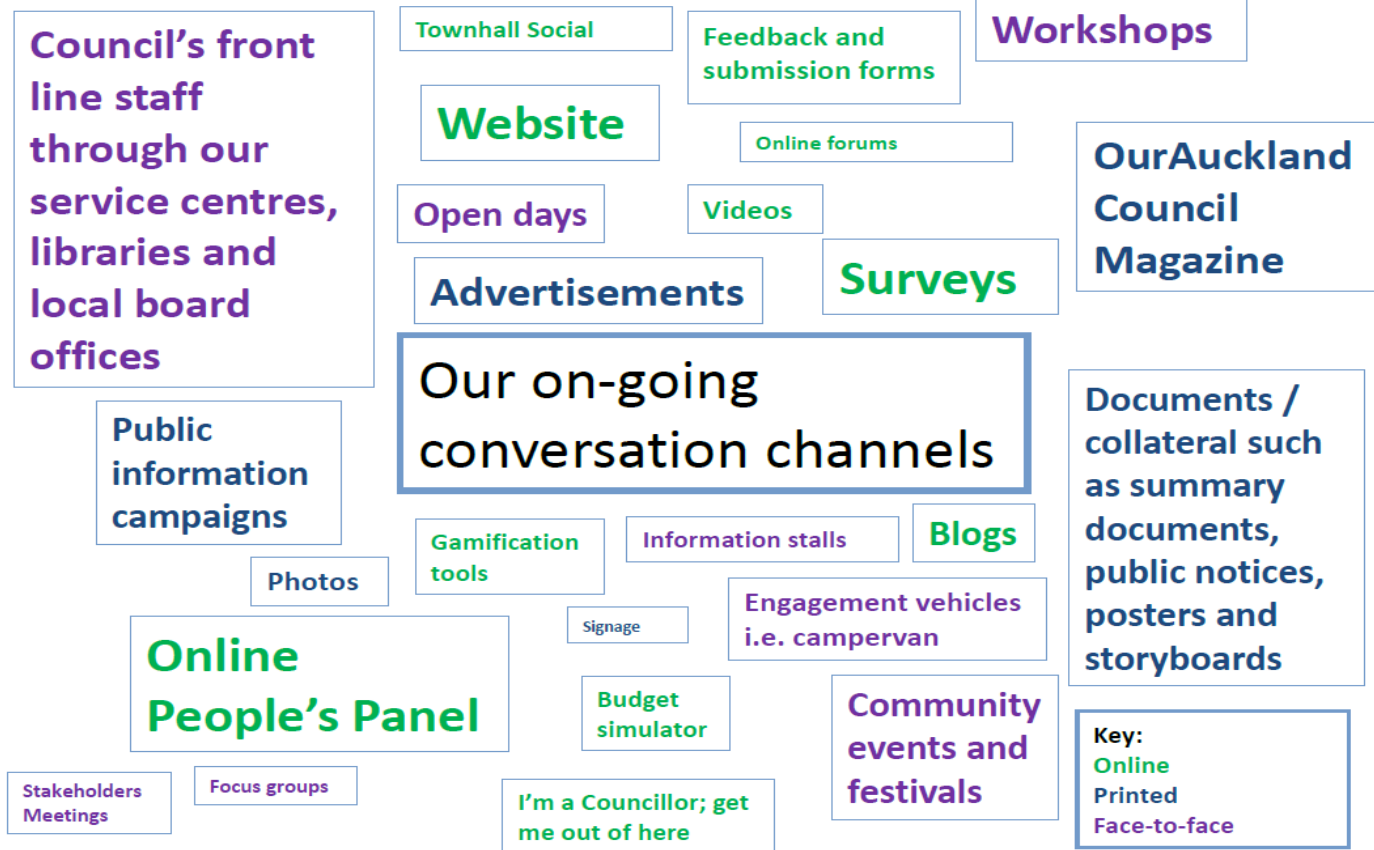
Significance	Description
Low	The audience is relatively small in number such as a neighbourhood or group of service users. The issue or decision is relatively straight forward and is not expected to be of high public interest. For example, redevelopment of a community hall, park improvements, street upgrades.
Medium	This could be a high public interest activity relating to the whole community at a local board level or is a regional activity that is not of wide public interest.
High	The audience affected is large and the issue is of wide importance to them. This is high profile and over arching, touching many parts of the council or the community.

## Matching methods to significance

Significance	Method of engagement
Low	Localised promotion, for example through display boards and local media. Targeted engagement with the affected audience where appropriate. Promotion through e-newsletters and social media. Information online and through local libraries and service centres. Surveys and open days may also be appropriate.
Medium	Targeted engagement with the affected audience, online engagement which may include a survey and social media. Information available through libraries and service centres. Promotion through e-newsletters, the local media or through the council's newsletter.
High	Large scale publicity and promotion. Could have informal engagement / discussion phase plus formal phase of consultation. Consideration of different cultural styles and needs for engagement. Likely to include a range of events and significant online activities. Promotion through the council's newsletter and through e-newsletters.

# Eg Auckland Council's approaches

Consultation and engagement is about an ongoing conversation with Aucklanders. It takes many shapes and forms through a variety of channels including:



## Digital approaches

*Increasing numbers of people can access digital tools – often through smart phones*

- People's panel / e-panels to build ongoing trust, understanding and involvement
- Blogs / forums – online focus groups for topic based issues
- Online survey tools with smart phone capability
- Other tools could include wikis, ideas generator tools, voting tools, shared websites



## Consider cultural and demographic diversity

*A range of approaches will be needed eg for Asian and Pacific communities*

- Older community through churches / community hubs / networks – face to face is important
- Translated material / interpreters help
- Need to understand cultural protocols – trusted connections
- Go where they are – events, markets and malls can work well but keep it light and interactive
- Younger community through digital tools and social media
- Make it relevant

# Community led approaches



Bristol - Brislington Neighbourhood Forum: E-Democracy.Org Forums - Windows Internet Explorer

http://forums.e-democracy.org/groups/bristol-bris

write to them nz

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## E-Democracy.Org Forums

Group: Bristol - Brislington Neighbourhood Forum

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### Bristol - Brislington Neighbourhood Forum Home

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Welcome to the Bristol - Brislington Neighbourhood Forum

This forum covers both Brislington East and West wards and also deals with issues outside of the ward boundaries that are important to people living, playing and working in Brislington. Please register to contribute your views, to network with other people and to suggest positive action for change in your area. If you are a journalist from the local media, please contact the site moderator before quoting from this forum. [More...](#)

The Forum Manager for this group is [Angela Piccini](#).

#### Join or Leave Forum

- Register and join Bristol - Brislington Neighbourhood Forum - For new members without an account on this site.
- You are NOT logged in to Bristol - Brislington Neighbourhood Forum or E-Democracy.Org. If you already have an account,

http://forums.e-democracy.org/groups/bemmy-forum

Petition - Parramatta Park... | change.org

Start a petition | Browse | Log In

Petitioning Director, Parramatta Park Trust Ms Suellen Fitzgerald and 2 others


## Stop closure of playground on Salter Field, Parramatta Park

Vaishali Kanabar Australia

**Confirmed victory**

This petition made change with 338 supporters!

Add a personal message (optional)



Parramatta Park Trust. Stop closure of playground on Salter...

Post to Facebook

TWITTER | EMAIL

Parramatta Park Trust: **PLEASE STOP** closure of the playground on Salter Field in Parramatta Park near the Jessie Street entry. It is much loved and much used and a vital part of our community.

Closure of this playground will mean there is nowhere for young children to play and exercise within Parramatta Park. The new playground is great but caters for older children, there are no traditional swings or slides, no see-saws, monkey bars or flying fox. There is nothing for under 6's to play on in the new playground, nowhere for them to exercise. My children get bored in the new playground as they only have

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Carol Hayward – Director

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