

MEETING NOTES

FOR THE

**MEETING OF THE COMBINED REFERENCE GROUP
FOR THE DEVELOPMENT OF A NEW STAKEHOLDER
ENGAGEMENT STRATEGY**

HELD ON

MONDAY 26 MARCH 2018

**AT 5.30PM IN CONFERENCE ROOM
2ND FLOOR
MELVILLE CIVIC CENTRE
10 ALMONDBURY ROAD, BOORAGOON, WA**

NOTES

Apologies:

Community Representatives:

Konrad Lajszczak
Richard Bazen
Graham Chauvin
Lone Kelsey

City of Melville staff:

Shayne Silcox
Leanne Hartill
Brodie Dawkins

Councillors:

His Worship The Mayor
Cr Duncan McPhail

Russell Aubrey

Absent:

Community Representatives:

Javad Seyedi
Cornelia Major
Jack Bruinsma
Myuran Pathmanathan
Anna Sloboda

Attendance:

Community Representatives:

Justine Loggenberg	Charlotte Bramanis
Jeanette Gilchrist	Karine Rogerson
Jorge Hualpa	Lorraine Beckett
David May	Steven Markham
Alex Willis	Brian Hodges
Kylie Stewart	Judith Bodger
Allan Reid	Roger Reading

Simon Mokdad

Councillors:

Cr Steve Keppert
Cr Nick Pazolli
Cr Trish Phelan
Cr Tim Barling
Cr Nicole Robins
Cr Clive Robartson
Cr Karen Wheatland
Cr Matthew Woodall

City of Melville staff:

Mog Piasecka

Sandra West

Stephanie Courtenay

Joey Bal

Marcia Coelho

Will Schaefer

Martin Spencer

Dean Cracknell

Title:

Stakeholder Engagement
Coordinator

Administration Officer

A/Marketing and Communications
Coordinator

Community Engagement Officer
(Digital)

Coordinator Customer Relations

Strategic Urban Planner

Senior Strategic Urban Planner

Senior Strategic Urban/Property

W/shop role:

Facilitator

MC

Registration

Tech support

Poll Everywhere

	Planner
Tracey Hirst	Senior Research Officer
Joanna Arbel	Strategic Communication Advisor
Christine Young	Director Community Development
Mick McCarthy	Director Technical Services
	Coordinator Community Development
Steve Cope	Director Urban Planning
Marten Tieleman	Director Corporate Services

1. Interactive exercise – Reflections on previous week

CSRG members who had attended the first workshop were invited to use Poll Everywhere to provide their reflections. The unedited responses are identified in full in the table below. 27 people provided 41 responses.



Very engaging and interactive
Good to be involved
Fantastic
Interesting discussion. Difficult to set goals
Great dinner
Inter active
Informative
Good
Heard good feedback
I got to know some residents and neighbors
Positive interactions
Unsure
Engagement progress
Positive interesting experience
Informative
Informative
Evolved
good
Not sure
Weak
Felt like we didn't achieve much

Everyone was positive.
Very interesting to think about things from different perspectives
Frustrating
Enjoyed meeting the others at the table.
Not sure didn't get any info and have no info on the outcome or product of the last session. How did we address the main question raised?
The food was great
Good session could have had more table organisation. The table MC wasn't great at crowd control.
Very Engaging - it was great to speak with everyone and hear their ideas
Forward thinking
An agenda emailed pre would be great to know what we were supposed to be doing. Prep work would be beneficial as we could think first.
Tentative progress
Difficult to see how you got much concrete feedback from our input
Interesting
On the right track
Engaging
I wasn't here for the first session.
Interesting
Long
Na
Very Informative and interesting in the responses offered by all members on the table

2. Presentation – Review of draft Strategy with CSRG inputs

CSRG members were shown the electronic facsimile of a draft Stakeholder Engagement Strategy. The layout and content was reviewed for the information of members who had been unable to attend the previous workshop.

Actions for Goal 1: To increase levels of public participation in local governance (formation of policies, plans, strategies and service reviews) in ways that complement the decision-making role of Council

Two discrete draft actions were originally derived from qualitative analysis of CSRG feedback in response to the workshop question. Following the second workshop, however, the second action was incorporated into Goal 3.

Statements on “How we will make it [identified action] happen;” “Who will be involved” and “How we’ll know we have succeeded” were also informed by the feedback provided at the workshops and will need further refinement from CSRG members who are staff and Councillors with responsibility for carrying them out.

GOAL 1 ACTION

People most likely to be affected by a decision before Council are given relevant information and real opportunities to identify issues, express concerns and feedback their ideas and suggestions.

How we will make it happen:

People most directly affected will be identified as part of project management processes. Opportunities to participate may include serving on a community reference group, attending a one/off focus group or contributing to an online forum.

Who will be involved:

- Mayor and Councillors
- City of Melville staff
- Local residents and ratepayers (residential & business)

How we'll know we've succeeded:

The City's bi-annual perceptions survey, which is administered to a random sample of the community, will show increased levels of satisfaction with the City's performance on:

- How the community is consulted about local issues
- How the community is informed about what's happening in the local area (including local issues, events, services and facilities)

To determine whether satisfaction is linked to an experience of community engagement, the results will be cross referenced to survey respondents who said they had provided their ideas or views through a survey, focus group, workshop or other community engagement activity.

3. Interactive exercise – How can the community better understand how decisions are made?

This question was related to the second goal of the proposed Stakeholder Engagement Strategy, as set out in the Terms of Reference for the Combined Stakeholder Reference Group, namely: *To increase community understanding of the processes of local governance including the roles and responsibilities of citizens, the Executive and Council.*

Participants were invited to “think and write” their personal responses to the question for 5 minutes before having a round table discussion lasting approximately 10 minutes. Having shared their thinking with one another – and perhaps gained additional insights and ideas from the discussion – participants were then asked to use their mobile devices to submit the individual responses. It was not necessary to seek consensus at the tables. 50 responses were provided by 28 participants.

How can the community better understand how decisions are made?
Recordings of meetings on line and live streaming of meetings and workshops on line
By participating in online forums
Consult affected residents early in the process
Video recorded council meetings provided free to the public
By requesting follow ups on each topics that are going to be decided
Provide evidence that community input has been recognised and included

How can the community better understand how decisions are made?
Simple clear steps identifying the process Displayed on the council website Show clearly where/how the community can be involved Local newspaper articles outlining the process in a light, fun way, making the process accessible to all
Simplify process so everyone can understand and get involved
Advertise process with engagement campaign
Breakdown of the process to enable community to better understand the rules that control the decision making process
Community need to have a feeling of being taken seriously not just a piecemeal act and included for the sake of exploring ideas
Report back. Close the loop
Ensure information is freely available on the city's website
Education by printed and online forum, and discussion at local community meetings
Communication channels
If CoM publishes different arguments - for and against- in decisions.
understand process and who is involved
Explanation in layman terms to why ,where ,what and benefits
Clearly communicate what is happening, why, when and how
Mail all homeowners the council processes
Outline decision making processes and communicate this
Establish a project reference group so all proposed decisions can see all the facts so a compelling case for change can be tested with ratepayers.
Reaching the community, most of them
By asking about the processes - the why's
Sessions or releases that explain the process of how decisions are made.
Have community consultation pages on the website. On these pages have a list of the stages of the process and who is responsible or will be consulted at each stage and mark the stage it is at.
Balance expertise with community desire against financial and long term sustainability
1. Provide details on the processes that are used to arrive at decisions which will be different depending on the nature of the decision.
2-3min You Tube clips on social media/ Melville Talks explaining how project decisions are made. Nice looking process maps that communicate decision making process. These tools could be adapted to explaining the decision making process for Council in general as well.
Education through a culturally sensitive campaign targeting schools, community's and ethnic groups. Giving the opportunity to engage and to understand a more simplified process.
Long term goals and objectives with table of process involved
Public education and information - marketing campaign, easy to understand short videos, info sessions, engagement booths at events ...
Education packs to be handed out at community consultation, events and in schools
Follow up on engagements sessions to show results of surveys focus groups and workshops to participants and others
Council /officers to have a (demonstrated) pre-disposition to accept / action the views of the citizens on an issue.
If CoM is honest about all arguments, not just promoting their stance on an issue.
Summarise engagement process before council decision

How can the community better understand how decisions are made?
Have a specific email address for community to ask decision making process questions and they can be sent to the individual involved immediately for direct reply
explain role of administration, of the Council, of community in this process
Making it explicit (either for broad categories of types of decision)
By participating and interacting with your councillors and officers
By getting involved in your local issues
Invite key groups to attend meetings
Longer term community education - run mock council days invite school kids community groups etc
Clear Explanations on how each decision is reached.
outline decision making process and communicate in various ways
Explain the decision process using an easy language. Using graphics / schematics / drawings
Short animated videos about different decision making processes (e.g council decisions, JDAP decisions) which can be released on social media, the City's website, via email and other forums
Not to assume that a loud majority are experts because they googled it
Public forums with retired councillors and officers
Post Mortem - reports on strategic projects

GOAL 2 ACTION

General information on the processes of local governance will be simple, use a range of formats from short videos to printed materials, and identify how and when opportunities to participate occur.

How we will make it happen:

A suite of educational materials will be developed and delivered via multiple channels of communication e.g, the City website, via customer service areas, at Citizenship Ceremonies, by presentations to key groups and at one on one meetings with individuals.

Who will be involved:

- Mayor and Councillors
- City of Melville staff

How we'll know we've succeeded:

Bi-annual surveys conducted by the City will show increased levels of satisfaction with respect to:

- How the community is consulted about local issues
- How the community is informed about what's happening in the local area

4. Interactive exercise – How can Councillors get more people to participate in local governance?

This question was related to the third goal of the proposed Stakeholder Engagement Strategy, namely: *To increase elected member involvement in and promotion of stakeholder engagement processes for the purposes of good governance.*

The same process was used to elicit responses from CSRG members as for question 2. 50 unedited responses were provided by 26 people.

How can Councillors get more people to participate in local governance?
Engage with your ward by attending community events
Newsletters
Movile popup offices
Conduct local ward meetings
Chances to win money of
Online forums outside of social media. Moderated forums to avoid bullying
Talk to their community
Street meets , parks, hubs, cafes etc
Promote opportunities for input on Citys website
Provide feedback to residents so their input is recognised
Conduct local / neighbourhood / ward meetings for issues related to those wards
Answer hard hitting questions honestly. Be human and truthful!
Have email list that can send quick survey (for time poor) plus offer to be further involved as well if able.
advertising as with local elections (repetitive)
write a short column or piece in your ward school newsletters outlining issues, events or opportunities to discuss things with you
Community info boards
Better knowledge of mechanisms available to consultation at an early stage of a project
Make an effort to connect with the public and then actually listen to them when deciding in council matters
Attend the public meetings for projects/specific purposes. Make a roster of shopping centre appearances. Ward newsletters. Visit community groups.
Repetitive message projecting future vision with channels to comment
chances to win money off rates
Info on Public council meetings needs to be made available. Ppl need to be informed they can go to them
Coffee with a councillor
Involve Councillors from the beginning of the stakeholder engagement process rather than it being entirely the responsibility of the officers as it is currently.
SIGNage on site for major projects
Through community and sporting groups, listeningg and engaging.
Good old fashioned way, on the beat and kissing babies
Understand the process, become advocates , promote the opportunites and value the input
Send short survey's via emails
Knowing the community leaders nd networkers and getting them to spread the News social groups p n c sports church groups -motivate to participate as opposed to just interest
Councillors to host small local community forums
By attending community gatherings and listen to what people have to say
By making their contact details available on CoM website, relying on administration to perform its role and playing ambassadorial role as appropriate at organised events
Regular communication - email, open evening to meet and greet. Good old fashioned DOOR KNOCKING
Advertise the change process of significant projects; social media, local newspaper, mail outs. Invite feedback, provide a contact point who will respond.
Elected Member and Councillors using social media to contact people

How can Councillors get more people to participate in local governance?
Better advertising of council meetings open to community
Local newsletter, not just adds
Set up Town Hall sessions for councillors to present facts of pending changes to local groups affected and receive feedback for council to be advised.
By listening to the people from you ward and not to your own agendas
Invite those affected
Meetings at markets and getting out in the community and meeting your neighbours
Administration to better support crs to be informed of details at early project stages
Q&A sessions with the community via myriad of channels
Enable elected members to talk to the community without excessive reporting requirements
Host sausage sizzles
Involvement in online forums or specific forums to hear views.
They need to be out and about to talk to people.
Encourage asking people - who else do you think should be involved (snowball)
On the big issues. Referendum?

GOAL 3 ACTION

Councillors plan to engage with electors in their wards to provide updates on local governance processes and to promote opportunities for engagement when they arise.

How we will make it happen:

Opportunities to engage with Councillors may be identified through ward newsletters, community newspapers, Mosaic and via the City's website.

Who will be involved:

- Mayor and Councillors
- City of Melville staff

How we'll know we've succeeded:

Councillors will have plans on how they will engage with electors in their wards and the community will be informed.

5. Evaluation of Workshop Process

Q.1 To what extent do you believe the purpose of the CSRG has been achieved?

Response options	No. people	%
To a great extent	10	37
To a limited extent	14	52
Not really	3	11
Total participants	27	100

Q.2 The venue for the workshop was suitable

Response options	No. of people	%
Strongly agree	15	56
Agree	12	44
Neutral		
Disagree		
Strongly disagree		
Total participants	27	100

Q3. The workshop program was well facilitated

Response options	No. of people	%
Strongly agree	12	43
Agree	12	43
Neutral	3	11
Disagree	1	4
Strongly disagree	28	100

Q4. The experience of participating in this engagement process has been...

Good night
Positive & interesting
Superficial coverage of a range of issues.
Interesting...
Interesting
Enlightening. A good learning experience.
Life changing
Trés interressant
Good to meet council members and neighbors
Interesting
Enlightening
Interesting, informative and enjoyable
Interesting
Enjoyable and informative of others views although some comments from attendees took too much group time of an otherwise short and targeted meeting.
Exhilarating
Aka-awesome
Undecided
Enlightening Enjoyable
Let's wait and see what happens next, then I'll let you know if it was worthwhile
Refreshing
Ok
Interesting to hear the range of views and looking foward to see the results
Interesting interaction with elected members and staff.
Amusing productive and fun like consultation should be

Limited to q's asked
Better in the second week. It's been an interesting process to be honest. Would be better to have all the tables full however the engagement has been good
Interesting and informative
Would welcome more
Informative
Interesting and interactive
I didn't feel that people had a Real chance to connect
Stimulating
Positively interesting
♥☐ Mog ♥☐
Good
There was too much talking from facilitator
Interesting
Interesting - enjoyable
A new one
Great. Thanks Mog.

30 people gave 40 responses.

6. Where to from here

The majority of CSRG members attending the workshop indicated their preparedness to attend a further workshop to finalize work on the draft Strategy, should it be necessary.

To work out whether another workshop would be advisable, and to identify levels of support for the draft actions developed from feedback at the workshops, a survey will be available for CSRG members to use on [MelvilleTalks](#) by Thursday 29 March 2018. The closing date for feedback will be Friday 6 April 2018.

In the event that the draft actions are supported by the majority of CSRG members or that only minor changes are identified, they will be notified via email and updates to do with progressing the draft Strategy will be provided on MelvilleTalks.

If the draft actions are not supported by the majority of CSRG members, arrangements will be put in place for a further workshop.

The timeline for development of the Strategy as identified on MelvilleTalks will be updated as matters progress.

Note: Qualitative Data Analysis of CSRG member feedback via PollEverywhere

All responses to questions were uploaded into Nvivo, software for analysis of qualitative (non-numeric) data. On this occasion, the process of analysis included:

- Conducting word frequency searches within the text. Parameters were set for the top 50 recurring words of 6 characters or more (to exclude if's, but's etc and to include descriptive words indicative of themes);
- Review of the context within which the top recurring words appeared;
- Coding and recoding of key words and phrases within the text;
- Conducting coding reports to identify themes which could be substantiated by the data;
- Conversion of themes into actions to achieve Goals for inclusion in the draft Stakeholder Engagement Strategy.