



# DESTINATION INCLUSION

Barry Parsons  
Local Government Association



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The **Voice**  
of Local  
Government

# ABOUT LOCAL GOVERNMENT

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- 68 Councils
- Elected persons / staff
- 15% of State
- 97% of population
- They are good at 'Local'
- The LGA



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# LG COMMUNITY ENGAGEMENT THE PLAYERS

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- Mayors / Chairpersons
- Elected Members
- CEOs and Staff
- Community
- Media
- MPs
- Other Stakeholders
- State Government



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# COMMUNITY ENGAGEMENT

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- Frustrating
- Time Consuming
- Self Interested 'Nasties'
- Resource hungry
- One size does not fit all
- VERY Rewarding



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**WE CAN ALWAYS  
DO BETTER.....**

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“Citizens are increasingly dissatisfied with representative democracy – the ‘just cast a vote’ every few years scenario, and are seeking a deeper level of engagement in political and decision making processes.”

(Showcase report)



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# COMMUNITY ENGAGEMENT PROJECT 2007/8

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- Joint OSLGR/LGA initiative
- Stage one – ‘showcase’
- Stage two - ‘handbook’
- Highlight good practice
- Develop tools to promote and assist
- Conduct conference on citizen engagement



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# INTERNATIONAL ASSOCIATION FOR PUBLIC PARTICIPATION

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Inform – one way

Consult – two way

Involve - participation

Collaborate – work together

Empower – decision making



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# IAP2 Public Participation Spectrum

Developed by the International Association for Public Participation

INCREASING LEVEL OF PUBLIC IMPACT

| INFORM   | CONSULT  | INVOLVE   | COLLABORATE  | EMPOWER  |
|--|--|---|--|--|
| <p><b>Public Participation Goal:</b></p> <p>To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</p> | <p><b>Public Participation Goal:</b></p> <p>To obtain public feedback on analysis, alternatives and/or decisions.</p>  | <p><b>Public Participation Goal:</b></p> <p>To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</p>                                    | <p><b>Public Participation Goal:</b></p> <p>To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</p>                        | <p><b>Public Participation Goal:</b></p> <p>To place final decision-making in the hands of the public.</p>   |
| <p><b>Promise to the Public:</b></p> <p>We will keep you informed.</p>   | <p><b>Promise to the Public:</b></p> <p>We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</p> | <p><b>Promise to the Public:</b></p> <p>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.</p> | <p><b>Promise to the Public:</b></p> <p>We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.</p> | <p><b>Promise to the Public:</b></p> <p>We will implement what you decide.</p>   |
| <p><b>Example Techniques to Consider:</b></p> <ul style="list-style-type: none"> <li>● Fact sheets</li> <li>● Web sites</li> <li>● Open houses</li> </ul>  | <p><b>Example Techniques to Consider:</b></p> <ul style="list-style-type: none"> <li>● Public comment</li> <li>● Focus groups</li> <li>● Surveys</li> <li>● Public meetings</li> </ul>       | <p><b>Example Techniques to Consider:</b></p> <ul style="list-style-type: none"> <li>● Workshops</li> <li>● Deliberate polling</li> </ul>   | <p><b>Example Techniques to Consider:</b></p> <ul style="list-style-type: none"> <li>● Citizen Advisory Committees</li> <li>● Consensus-building</li> <li>● Participatory decision-making</li> </ul>                         | <p><b>Example Techniques to Consider:</b></p> <ul style="list-style-type: none"> <li>● Citizen juries</li> <li>● Ballots</li> <li>● Delegated decisions</li> </ul> |

# SHOWCASE CITY OF WHYALLA

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## Developing a Community Plan

*Someone said community involvement is 'like riding the tiger' but despite the risks we believe that through proper planning and by using appropriate techniques the process will facilitate Council and the community working together to achieve our vision for the future*



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# SHOWCASE CITY OF PLAYFORD

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## Imagine Peachey

*...is a way of life for a dedicated bunch of local residents....there are 20 people on the volunteer register who drive the projects, which connect with hundreds of people locally. This group is committed to building on strengths of the area in collaboration with Council and the State*



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# SHOWCASE CITY OF ADELAIDE

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## South West Community Network

*There have been so many positives achieved by the network through effective community engagement. The precis in this short case study will never do it justice*



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# SHOWCASE CITY OF MARION

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## Friends of the Lower Field River

*The Friends have established a voice through regular contact with politicians and other community leaders to share their vision and lobby for environmental improvements. It is through these partnerships that the next phase of environmental improvement along the river will be achieved*



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# SHOWCASE RENMARK PARINGA COUNCIL

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## Youth Support Committees

*...hugely successful in achieving a voice for young people directly linked to agency decision makers, enhanced cross sector communication, building leadership skills, and community partnerships involving parents and families in enabling access to services and resources*



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# COMMUNITY ENGAGEMENT HANDBOOK

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- Planning for engagement (7 steps)
- Developing a strategy (6 steps)
- Implementing the strategy (2 steps)
- Feedback to stakeholders and Council (5 steps)
- Final evaluation (2 steps)
- Appendices- techniques and templates



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# MODEL FRAMEWORK

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- Terminology that supports the decision making process
- Adaptation of a proven model (IAP2) to local government community engagement
- Consistent approach to planning, engagement strategy development, implementation, reporting/feedback and evaluation
- Process that has community engagement as a focus at each step
- Techniques suited to levels of engagement



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# WHAT NEXT?

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1. Seminar to launch Handbook March 08
2. LGA Education and Training Program
3. Council take up
4. LGA take up



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# MORE INFORMATION?

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- [www.lga.sa.gov.au/goto/engage](http://www.lga.sa.gov.au/goto/engage)
- Two reports- showcase and handbook
- Case studies
- Etc



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