



**APPENDICES 12.1.1A
(Under Separate Cover)**

**ORDINARY
COUNCIL MEETING**

To Be Held

Wednesday, 28th of April 2021
Commencing at 5.00pm

At

Shire of Dardanup
ADMINISTRATION CENTRE EATON
1 Council Drive - EATON

This document is available in alternative formats such as:
~ Large Print
~ Electronic Format [disk or emailed]
Upon request.

"COMMUNICATION WORKS FOR THOSE WHO WORK AT IT." - JOHN POWELL



Communications Plan - 2021

OUR VISION

Provide effective leadership in encouraging balanced growth and development of the shire while recognising the diverse needs of the community.

OUR AIM

Our communications work to Inform, Engage, Connect and Empower our community to actively participate in decisions ensuring our projects and services are closely aligned with our community's expectation.



OUR COMMITMENT

- ✓ ***We will provide our community with accurate, timely and accessible information via a range of channels. It will be presented in a friendly, personable and jargon-free style of writing so that it is both interesting and easy to understand.***
- ✓ ***Our information will be of a high quality and published regularly on a variety of topics in a range of formats.***
- ✓ ***We'll provide information that is relevant to your needs and expectations.***
- ✓ ***It will be presented in a consistent and expected way to earn your trust.***
- ✓ ***We will empower community members to share information within their own networks.***



WHAT WE'LL TALK ABOUT

Projects

Updates on progress toward projects identified for attention in current Budget.

Services

Planning, development, introduction of new services.

Decisions

Notable decisions of Council.

Community

Events, programs, grants, consultation.

Waste services

Bulk collection reminders, recycling initiatives, updates on delivery of waste services.

Safety

Emergency Services, Bush Fire mitigation, traffic hazards.

Governance & Regulatory

Changes/updates to legislation.



“The principal role of government, on behalf of citizens, is to make policies that help society progress. As such, government communication must enable the exchange of views, wants and needs. The more effort a government puts into communication, the more it clarifies its purpose, the more effective it is likely to be. ”

(p5, The Future of Government Communication – How can governments better connect with their citizens in today’s increasingly polarised world. The Government & Public Sector Practice, 2016)

The Communications Plan 2021 outlines a range of Key Strategies and Actions designed to assist Council with achieving some of the Objectives and Outcomes listed in the Strategic Community Plan 2020-2030. These Strategies and Actions have been developed based on the above idea about the role of Communications within government.

Modern government communications are crafted with the understanding that effective communication can only occur if a two-way exchange of information occurs with its audience (residents, ratepayers, business owners, stakeholders). In 2020, audiences are less and less responsive to a more broadcast or one-way style of information delivery as they attempt to navigate life in an increasingly busy information age.

The Plan recognises ‘Communication’ as a strategic function of the decision-making process, rather than a support process or ‘carwash’ at the end. Elevating Communication to a strategic level ensures it receives consideration at the development phase, empowering a proactive approach rather than a tactical or reactive one.

This moves communications away from simple information dissemination or broadcasting and toward a more powerful tool for service delivery and engagement.

The Plan supports Council’s Community Engagement Policy and Framework adopted in 2019, a recognition of increased expectation from the community for more direct involvement in Council decision-making.



KEY STRATEGIES



NEW WEBSITE

New Shire of Dardanup website with simpler navigation, making it simpler and more convenient for our community to find and access the information they need. (Identified in ICT Plan 2020-2020 ID13)



CONSOLIDATE OUR BRAND

Ensuring our information is presented to our community in a consistent way – through branding – helping them to feel more at ease and more open to hearing from us. Over time through consistency, come to know what to expect from us and develop a greater degree of trust in our organisation.



CHOOSE YOUR OWN UPDATES

Introduce new customised model for delivery of communications which gives community members more control over the types of information they would like to receive from us and how they would like to receive it. This ensures our information remains interesting and relevant.



ADVISORY GROUP SUB PLAN

Empower members of Council Advisory Groups to share information within their networks by providing them with regular updates as per the Advisory Group Sub Plan.



SOCIAL MEDIA SUB PLANS

Regular updates provided on a range of platforms to the meet the unique needs of individual community members.



Website

Enables you to efficiently and conveniently find an array of information about our organisation, Council business, services, facilities, projects and initiatives via static page content, news articles published at least weekly, downloadable information sheets on specific topics or services plus forms and brochures.



Email Newsletter

Sent monthly to those community members who subscribe to the mailing list on topics you have indicated interest in. Provides short snippets to most recent news articles published to our website.



SMS

Sent weekly to those community members who subscribe to the mailing list, providing headlines only of most recent news articles published to our website on topics you have indicated interest in.



Council Meeting Agenda and Minutes

Used to reflect the business of the Shire of Dardanup and are published to our website and available on request in hard copy format.



Reports

Such as the Annual Report will provide information about the Shire's performance during the last year and will consider strategic and operational elements including finance and compliance reporting. The frequency of these reports are mandated by legislation and the Shire will continue to adhere to these requirements.



Plans and Strategic Documents

Provides action orientated documents that consider the tasks to be undertaken to address a particular issue / topic.



Letters

Sent as needed to provide you with important information that is likely to have an impact on you or your property. Letters may be used for seeking your comment on development applications or to issue notices.



Brochures/Fliers

Provided in digital and hard copy format and will be available on the Shire's website, at brochure stands or on static and digital noticeboards. Brochures / Fliers will generally be used to make you aware of events, services or activities and on occasions we may distribute these through letter box drops where important information is to be communicated.



Information Sheets

Provided in digital and hard copy format and will be available on the Shire's website or at brochure stands. Information Sheets will generally be used to provide detailed information about a particular topic, service or project such as explaining the need for a planning approval or detail about project timelines.



Media Releases

Will be issued to relevant local and statewide media from time to time in relation to decisions, projects or initiatives considered to be of wide community significance.



Newspaper Advertising

Published in the Bunbury Herald, Bunbury Mail and Dardanup Times at least once per month in relation to statutory notice requirements, tenders, career opportunities and updates on projects, services or initiatives.



Social Media

We use a range of social media channels with the aim of providing information to you on our operations, projects, services and initiatives in a space and time that is most acceptable, familiar and convenient to you. Specific platforms used, frequency and style of information provided is Guided by associated sub-plans.



Online Community Consultation Platforms

From time to time we use cutting-edge new online software designed to help make it easier and more convenient for you to provide your ideas, feedback and input on specific projects, plans and decisions.



Podcast

Our Connect Dardanup podcast is released fortnightly and provides an alternative mechanism for community members to stay up to date on latest newsworthy items. Some podcast series also aim to inform, educate and connect by highlighting the achievements of community members within our shire.

RELATED
DOCUMENTS

- ***Strategic Community Plan 2020-2030***
- ***Corporate Business Plan 2020/21 – 2023/24***
- ***Community Engagement Policy & Framework***
- ***Customer Service Charter***
- ***Social Media Policy***

ACTION
PLAN

The following table sets out the relevant actions the Shire intends to undertake to underpin this Communications Plan.

SCP Outcome	RELATED DOCUMENT	RELATED OUTCOME	ACTION	TIMING	BUDGET (\$)	SUCCESS INDICATORS
SCP OBJECTIVE 1 (LEADERSHIP) : To provide strong civic leadership representing the whole of the Shire which is supported by responsible and transparent corporate governance.						
Outcome 1.1: Good governance to the community.						
	SCP	1.1.1: Ensure equitable, inclusive and transparent decision-making.	Publish Council Agendas and Minutes to Website.	Ongoing	Operational	Achieved within the Statutory Timeframes
	SCP	1.1.2 Keep our community informed through a wide variety of media that is accessible and open and responsive.	Create and regularly publish quality content on a variety of topics via a combination of previously listed channels.	Ongoing	Operational	Community Satisfaction Survey Policy. Google Analytics Mailchimp reports SMS system reports Social Media Analytics Social Pinpoint/Ethelo engagements
	ICT Strategy		New website.	TBA	50,000	Delivery.
			Customised model for delivery of communications	July, 21	Operational	Community Satisfaction Survey Policy.

						Google Analytics Mailchimp reports SMS system reports Social Media Analytics Social Pinpoint/Ethelo engagements
	CPB 20/21 REF 1.1.2.1	Media and Promotion: Implement and Review a Social Media Policy and Procedure.	Review Social Media Policy	Ongoing	Operational	Delivery.
	Vision 2050		Tie Vision 2050 narrative to communications where possible to reinforce long-term, community-supported objectives.	Ongoing	Operational	
			Trial effectiveness of new social media channels such as Twitter.	Dec, 21	Operational	
Outcome 1.2: Quality leadership that is respected and accountable.						
	CPB 20/21 REF 1.2.2.1	1.2.2 Promote programs which encourage elector participation and diversity	Share and promote information from the WA Electoral Commission Policy.	Ongoing	Operational	

		in local government elections.					
	Community Engagement Policy & Framework Comms Plan CAG Sub-Strategy		Support members of Council Advisory Groups through regular communication as per Advisory Groups Sub Strategy.	Ongoing	Operational		CAG Feedback.
Outcome 1.6: A well informed, connected and engaged community that actively participates.							
	Community Engagement Policy & Framework Comms Plan CAG Sub-Strategy	1.6.1 Provide opportunities for the community to engage with Councillors and Staff.	Empower members of Council Advisory Groups to share information within their networks by providing them with regular updates as per the Advisory Group Sub-strategy.	Ongoing	Operational		CAG Feedback.
			Community Zoom Meetings.	July, 21	Operational		Attendance numbers.
	Style Guide	1.6.2 Promote a positive public image for the Council through appropriate marketing activities and high standards of customer service.	Consolidate branding.	Ongoing	Operational		Delivery.

Place & Community Plan		Identify appropriate broader community campaigns and initiatives to support that complement Council's strategic objectives.	Ongoing	Operational	
SCP OBJECTIVE 2 (ENVIRONMENT): To achieve a balanced respect for our natural assets and built environment while retaining our lifestyle values, community spirit and identity.					
Outcome 2.1 Enhanced, protected and responsibly managed natural environment and public open spaces.					
CBP 20/21 REF 2.1.3.1	2.1.3 Provide our community with a variety of waste disposal options to minimise the impact of waste disposal on our natural environment.	Undertake one community awareness / education campaign per annum that encourages better waste practices.	Ongoing	Budget included in waste contract.	Delivery.
Environment Plan		Generate regular content on projects of environmental significance which promote community connection to the local environment.	Ongoing	Operational	Delivery.
Outcome 2.2 Environmental sustainability embedded within practices and procedures.					
CPB 20/21 REF 2.2.1.5	2.2.1 Conserve Natural Resources including the use of water, energy and other natural resources.	Undertake biennial native garden education programmes with our community to encourage our community to use native vegetation in private gardens.	Ongoing	Operational	Delivery.

Outcome 2.4 Heritage buildings and places that are utilised, preserved and maintained.					
CBP 20/21 REF 2.4.1.3	2.4.1 Encourage the preservation of significant heritage properties and precincts.	Showcase heritage hidden gems. Showcase the 'hidden gems', trails, walking and other places of interest within the Shire of Dardanup.	Ongoing	Operational	Delivery
SCP OBJECTIVE 3 (COMMUNITY): To create a safe, healthy and vibrant community which is inclusive and welcoming for all ages and interests.					
Outcome 3.1: A creative community that fosters cultural and artistic activity and diversity.					
CBP 20/21 REF 3.1.1.1	3.1.1 To foster Creativity in the community through our public spaces and urban environment.	Undertake public art campaigns to activate public places and showcase the uniqueness of our communities through diverse creative mediums (annual). Partner with established artists to develop and promote a public art trail in Dardanup and the Ferguson Valley in collaboration with the community.	Ongoing	Operational	Delivery. CAG Feedback.
REF 3.1.1.2				Subject to external funding.	
Outcome 3.2 An inclusive community that promotes active involvement in community life and a strong sense of Community pride.					
CPB 20/21 REF 3.2.1.6 Place & Community Plan	3.2.1 Deliver a high level of Community Programmes & Services that encourages social connectedness, facilitates an accessible, inclusive environment	Online Community Service Directory. Assist community groups and organisations to showcase and promote their services, events, and membership through the establishment of an online community services directory. Facilitate growth and development of opportunities for digital connection such	Dec, 23	Operational	Delivery
			Ongoing	Operational	Engagement levels.

				as Facebook Group 'I Heart Dardanup', virtual meetings and podcast.			
Outcome 3.3 A community supported by a strong volunteer base where leadership, inclusiveness and supported independence is fostered							
CPB 20/21 REF 3.3.1.1 Place & Community Plan	3.3.1 Promote and encourage volunteering within the Shire of Dardanup.	Encourage increased involvement in volunteering through recognising volunteers and promoting opportunities through an annual awareness campaign	Ongoing	Operational	Increased volunteers.		
REF 3.3.2.1	3.3.2 Support volunteer groups within the Shire of Dardanup.	Attract and support major events that bring employment, direct and indirect expenditure into the Shire and Region including: - Eaton Foreshore Festival; - Bull & Barrel Festival; - Dardanup Arts Spectacular; and others on application.	Ongoing	Operational	Visitor numbers. Event attendance.		
Outcome 3.4 To be a safe and secure community.							
CPB 20/21 REF 3.4.2.1	3.4.2 Maintain appropriate emergency services and planning.	Undertake two community capacity building campaigns per annum that aim to increase the capability to prevent, prepare for, respond to and recover from emergencies.	Ongoing	Operational	Delivery		
REF 3.4.2.4		Bushfire Break Notice: Undertake an annual education and compliance campaign with regards to the Bushfire Break Notice.	Ongoing	Operational. Emergency Management budget.	Delivery. Compliance rates.		
SCP OBJECTIVE 4 (PROSPERITY): To promote and facilitate a diverse and resilient economy that supports a range of local employment opportunities.							

Outcome 4.1 A range of diverse business and industries of all sizes.					
CPB 20/21 REF 4.1.3.2	4.1.3 Encourage business to develop by supporting the capacity of local firms and industry to establish, grow and employ.	Land & property development: Develop a prospectus for Wanju Residential Development Area to encourage the development of affordable housing and sustainable building practices.			
REF 4.1.3.3		Industrial and Commercial Development: Develop a prospectus for Waterloo Industrial Area to encourage the development of land and property to service industrial commercial growth opportunities.			
Outcome 4.2 A destination of choice for visitors.					
CPB 20/21 REF 4.2.1.1	4.2.1 Develop the local tourism sector to become a choice destination for tourists, visitors and our own residents.	Regional Tourism Partnerships: Collaborate with stakeholders for a regional approach to attracting visitors to the region through the development, implementation and review of a Regional Tourism Marketing and Product Development Plan	Ongoing	Operational	Visitor numbers.
REF 4.2.1.2		Local Tourism Support: Continue to provide support to the Ferguson Valley Marketing Association to promote local tourism and undertake visitor servicing.	Ongoing	Operational	Visitor numbers.
REF 4.2.1.3		Signage and Interpretation Plan: Develop, Implement and Review a Signage and Information Plan for the whole Shire which is tourist friendly.	Dec, 22	Operational, Assets.	Delivery

REF 4.2.3.1	4.2.3 Foster and promote Ferguson Valley as a tourism destination.	Ferguson Valley Signage Plan: Implement the Ferguson Valley and Wellington Forest Tourism Signage Plan.	Dec, 22	Operational, Assets	Delivery
SCP OBJECTIVE 5 (AMENITY): To provide and maintain facilities, assets and services that promote the Shire as an attractive and desirable place to live.					
Outcome 5.1 An inter-connected community network.					
CBP 20/21 REF 5.1.2.3	5.1.2 Advocate for transport choices to increase the availability of safe, affordable and viable options.	Transport Education: Undertake one education campaign per annum to reduce car dependency through education to increase levels of walking, cycling, car-pooling and public transport use.	Ongoing	Operational	Delivery
REF 5.1.3.4	5.1.3 Provide a safe road transport network where crashes resulting in death or serious injury are minimised	Road Safety Education: Through the Roadwise Advisory Group undertake two Road Safety campaigns per annum to influence safe road user behaviour through education.	Easter, Christmas	Operational	Delivery
Outcome 5.2 A liveable community					
CBP 20/21 REF 5.2.3.2	5.2.3 Deliver a high level of library facility and community services to enhance the sharing of knowledge for our community	Culture & History: Support the collection, preservation and promotion of our heritage.	Ongoing	Operational	Delivery



MONITORING & MEASURING

- ***Community Satisfaction Survey***

(listed in Corporate Business Plan 20/21 REF 1.6.1.1)

- ***Google Analytics***
- ***Mailchimp reports***
- ***SMS system reports***
- ***Social Media Analytics***
- ***Social Pinpoint/Ethelo engagements***

