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TEMORA

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*The Friendly Shire*

**Community  
Engagement  
Strategy  
2021-22**

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## Introduction

As part of the cycle of integrated planning and reporting that local councils undertake for their communities, the Community Strategic Plan is reviewed and refreshed around the time of each local government election.

The Community Strategic Plan captures the goals and aspirations of the local area, and identifies strategies for achieving community objectives. Local councils are responsible for preparing the Community Strategic Plan on behalf of their local community.

An important part of revising the Community Strategic Plan is to confirm with the local community:

- if the goals of the Plan remain valid,
- if there are any new or emerging issues that are not currently reflected in the Plan,
- if the strategies identified for their achievement are still the right ones, and
- which other community stakeholders will be able to contribute to the achievement of these community objectives in the future.

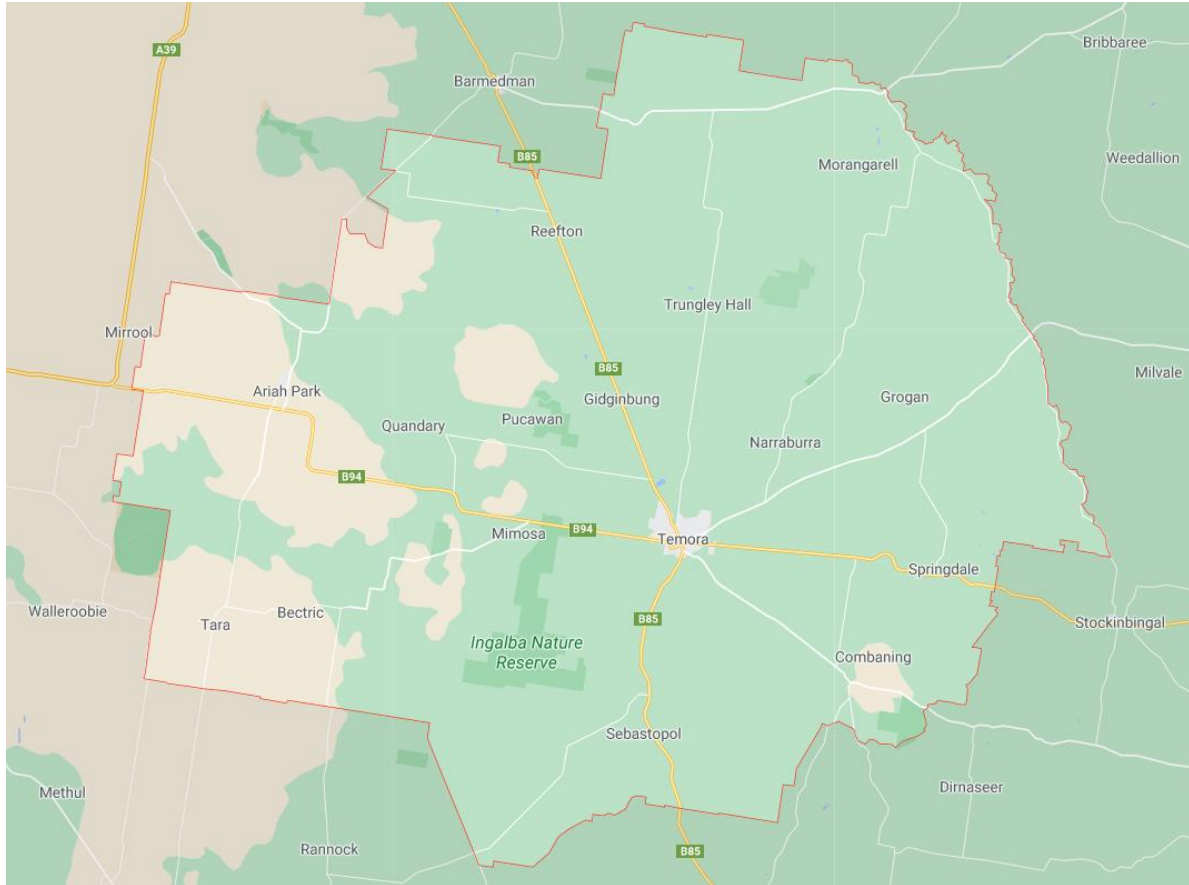
By confirming the strategic direction for the community, Council then has the broad strategic direction for the development of its plans and the prioritisation and allocation of resources for Council's term in office. The community engagement discussions will assist the council to identify:

- the priorities which need to be addressed,
- how resources may best be allocated for those activities Council has responsibility for, and
- with the community, what level of service will be provided within available resources to best meet the community's needs and expectations.

The community engagement activities identified in this Strategy seek to reach a broad cross-section of the community, including residents and ratepayers, community organisations, business and industry groups, as well as other levels of government who operate in our community.

## The Temora Shire community

The Shire covers approximately 2,800 square kilometres, and in 2019 had an estimated population of 6,307. The area covered by the Shire is shown on the map below:



### Quick facts:

<b>Children &amp; young people (0-24 yrs)</b>	1,862 (29.5%)	<b>Total number of businesses (2019)</b>	739
<b>Adults (25-65 years)</b>	2,886 (45.8%)	<b>Unemployment rate (2016)</b>	4.9%
<b>Older people (65+ yrs)</b>	1,559 (24.7%)	<b>Industries employing most people</b>	<ul style="list-style-type: none"> <li>• Agriculture, forestry and fishing (21.0%)</li> <li>• Retail trade (10.6%)</li> <li>• Health care and social assistance (10.2%)</li> <li>• Education and training (8.7%)</li> <li>• Accommodation and food services (6.2%)</li> </ul>
<b>Aboriginal &amp; Torres Strait Islander</b>	2.4%		
<b>Born overseas</b>	4.7%		
<b>English as a second language</b>	2.1%		
<b>Has a disability (2018)</b>	19.8%		
<b>Average income (2017)</b>	\$45,214		

## Community engagement objectives

Local councils undertake community engagement in order to:

- Provide opportunities for those affected by Council decisions to have a say in the matter under discussion.
- Ensure that the opinions and experiences of a broad cross-section of the community are considered by Council in its planning and decision-making.
- Help to prioritise how resources are allocated to best achieve community outcomes.
- Understand what levels of service are expected by community users of Council's services and infrastructure.
- Provide opportunities for two-way dialogue between Council and its community to share information, hear about emerging issues and challenges, and create greater transparency and understanding about Council processes.

**Temora Shire Council is committed to ensuring its engagement activities achieve the following:**

- Community engagement is open and inclusive
- Community engagement is easy
- Community engagement is relevant
- Community engagement is timely
- Community engagement is meaningful

## Community engagement principles

Temora Shire Council takes a social justice approach in its commitment to sound community engagement through ensuring that its community engagement activities are underpinned by these principles:

### Clarity of Purpose

We will clearly define why the engagement is occurring, its context, and what information we are seeking from the engagement activities.

### Commitment

We will demonstrate commitment to establish and maintain credibility and accountability, and provide safe opportunities for community voices to be heard.

### Communication

We will establish a two-way process of providing accurate and timely information, and demonstrate that feedback is valued and is being used to inform Council's planning and decision-making. We will use plain-English and a variety of tools to be effective in our communication.

### Evidence

We will establish good engagement practices that are based on a sound research and quality information, and support our community conversations with information and evidence.

### Flexibility & Responsiveness

We will establish engagement plans that are flexible during the engagement process to ensure equitable access to the process for all.

### Timeliness

We will ensure that interested community members and other stakeholders have information early about the opportunities that will be available for their engagement, as well as the duration of activities and when the outcomes of those activities will be available.

### Inclusive

We will ensure that a cross-section of the Temora Shire community is enabled to participate in each community engagement activity, and we will proactively engage those people whose voices are often not heard.

### Collaboration

We will establish partnerships with relevant community groups, business and industry, State and federal governments, our regional partners and others to enable two-way communication, and timely and informed engagement.

### Continuous Improvement

We will establish and maintain processes that ensure Council learns from community engagement activities and is able to monitor and evaluate for future improvements.

## Community engagement plan for 2021-22:

The following information describes the specific community engagement considerations and activities to inform the 2021-2022 review of the Community Strategic Plan.

The engagement outcomes will also be important for the newly-elected Council's development of its Delivery Program – its commitment about what it will delivery during it term in office. The development of Council's Resourcing Strategy will also be informed by the outcomes of community engagement activities undertaken for the review of the Community Strategic Plan.

Council's Delivery Program and Resourcing Strategy are the primary tools it uses to ensure that its services, capital works, programs and projects are prioritised and delivered in the way that most effectively achieves community objectives and provides value for money.

Engagement activity schedule	Activities likely to be undertaken
July- September 2021	<ul style="list-style-type: none"><li>• One-to-one conversations with other government departments</li></ul>
September-October 2021	<ul style="list-style-type: none"><li>• Community survey of all residents</li></ul>
September 2021	<ul style="list-style-type: none"><li>• Pop up stalls at the Show and in town and village shopping centres</li></ul>
September-October 2021	<ul style="list-style-type: none"><li>• Targeted focus groups with interested community members</li><li>• Targeted meetings with community organisations and groups</li></ul>
July- December 2021	<ul style="list-style-type: none"><li>• Social media polls</li><li>• Information and updates in the Narraburra News and local newspaper</li></ul>
Ongoing	<ul style="list-style-type: none"><li>• Information and updates on Council's website</li></ul>

## Who we will engage

The Temora Shire community is made up of many individuals and organisations with differing needs and experiences. It is important that our engagement activities provide opportunities for and enable the participation of a broad cross-section of our community to be heard and to contribute ideas.

In order to inform the revision of our Community Strategic Plan, our community engagement will provide opportunities to hear from the following:

- Individual residents and ratepayers, and we will proactively seek opportunities to hear from:
  - o Children and young people
  - o Retirees and other older people
  - o First nations people
  - o People with disability
  - o People with English as a second language
  - o People who work
  - o Unemployed people
  - o Parents and carers
  - o People who live in our towns
  - o People who live in more rural and remote parts of the Shire
  - o People of different genders and sexualities
  - o People who are students
  - o People who are volunteers
  - o People who live by themselves
  - o People who live with their family
  - o People who live in share-houses and other accommodation arrangements.
  
- People who come to our Shire to work, rest and play:
  - o Contractors and short-term employees
  - o Tourists and other visitors to our shire
  - o People who come to our Shire to participate in sporting, cultural and other leisure activities.
  
- Representatives of other government organisations:
  - o Neighbouring councils
  - o Goldenfields Water County Council
  - o Riverina Joint Organisation
  - o State Government agencies such as Primary Industries & the Environment, Health, Housing, Education, Regional Development, Family & Community Services, Planning, Heritage, Police, Sport, Local Lands Services,
  - o State and Federal Members of Parliament



- Representatives of community groups, businesses and industries:
  - o Farming/agricultural groups
  - o Hospitality and retail representatives
  - o Health and aged care groups
  - o Temora Business Enterprise Group
  - o Essential Energy
  - o Aviation groups
  - o Schools
  - o Sports clubs
  - o CWA
  - o Men's Shed
  - o Senior Citizens
  - o Progress Association
  - o Church groups
  - o Village committees
  - o Service clubs
  - o Council advisory groups and community committees.

**NOTE:** If you don't see yourself reflected in the list above, please contact Council so that we can ensure you are enabled to be involved.

## How we will engage

As humans, we all have different preference for the way we'd like to be engaged. In order to provide inclusive opportunities for as many people as possible, we will use a variety of engagement methods and tools, and hope that everyone who wants to participate will find an engagement activity that suits them.

The following methods of engagement will be used to inform the revision of our Community Strategic Plan:

- **Community survey** - distributed in hard copy, made available online, promoted through traditional and social media, and available from a range of venues across the Shire.
- **Targeted focus groups** – to further explore the issues and challenges identified through the community survey results. These focus groups will target specific hard-to-reach groups in the community, and/or be opportunities to discuss specific community issues.
- **Town and village meetings** – at key locations in the Shire, provide opportunities for local issues to be heard and understood.
- **Local media (The Temora Independent)** – provide regular updates to the community about upcoming engagement activities that they can participate in.
- **Social media** – ‘question of the week’ polls and other opportunities to provide feedback via Council’s social media channels.
- **Narraburra News** – Council’s monthly newsletter will advise interested community members when engagement activities are occurring and how to be involved.
- **Council’s website** – an engagement page to be a ‘one stop shop’ with all information related to the revision of the Community Strategic Plan and related Council documents.
- **‘Have your say’** – interested community members and other stakeholders can register to receive directly into their email inbox information, surveys, and other information.
- **Pop-up chats** – random conversations with community members at community events, sporting events and in shopping precincts.
- **Targeted meetings** – held with key stakeholders such as other government organisations to discuss shared priorities and opportunities for collaboration.

At any time, interested community members can write to Council with their ideas and suggestions and ask for these to be considered as part of the review of the Community Strategic Plan.

## **When we will engage**

The community engagement activities that will be used to inform the revision of the Community Strategic Plan, as well as the development of the next Council Delivery Program and Resourcing Strategy, will occur over a number of months from mid-2021 to mid-2022. The Table on Page 7 provides a schedule of when some of the key activities for the review of the Community Strategic Plan are likely to occur.

All activities will be confirmed on Council's website and social media channels closer to their scheduled occurrence. This will include the public exhibition of draft documents that will provide an opportunity for interested community members to submit feedback for the consideration of Council before the documents are finally endorsed and adopted.

We will time some of our engagement activities to coincide with community events that already bring people together (for example, the Temora and Aria Park Agricultural Shows). And we will be mindful of not scheduling engagement activities in the lead up to Christmas, when the harvest is underway and people are often busy with other commitments.

## **How engagement will be supported**

To enable informed discussions during these community engagement activities, Council will prepare a discussion paper that includes facts and figures that will provide evidence and context for the community conversations.

## **Where to go for more information**

For more information about these community engagement activities:

- Go to Council's website: [www.temora.nsw.gov.au](http://www.temora.nsw.gov.au), or
- call Council's Communications Officer on 02 6980 1100.