

Community Engagement Strategy

For the Bland Shire 2027
Community Strategic Plan



YOUR VISION
OUR FUTURE



Introduction

The Community Engagement Strategy details how Bland Shire Council intends to involve its stakeholders in the development of Council's Your Vision Our Future Community Strategic Plan 2017-2027.

The strategy outlines how Council plans to conduct passive engagement throughout the Bland Shire to ensure that all residents and stakeholders have an opportunity to participate in the development and adoption of the plan.

Bland Shire Council is committed to a process of meaningful communication guided by the Social Justice Principles, including full and transparent consideration of feedback received from the community across all areas of Council.

The Community Engagement process represents an excellent opportunity for Council to work with its community, raise its profile within the community, enhance existing communication channels, create new ones and increase mutual understanding.

Council encourages all stakeholders to participate. Our key stakeholders include:

- Bland Shire residents
- Bland Shire ratepayers
- Business owners
- Councillors
- Government agencies
- Non-Government organisations





Community Survey

Date	Activity	Target Audience	Purpose/Message	Performance Measure
October-November 2015	Council will engage research company Micromex to conduct a telephone survey of 300 Bland Shire residents representing all areas and age demographics of the Bland Shire. The survey will follow a similar format to the Your Vision Our Future community survey conducted in 2011 to allow Council to compare results. A detailed report will be submitted by Micromex at the conclusion of the process summarizing community sentiment on all issues and areas for improvement.	Village residents, rural residents, town residents	To attract a balanced and proportional view of how Council's services and performance is perceived by the community to assist with planning.	Delivery of the final report.

Drawing competition

Date	Activity	Target Audience	Purpose/Message	Performance Measure
July-September 2016	Council will engage local primary schools to participate in a drawing competition depicting what they like the most about life in the Bland Shire.	Young people	To capture what is important to young people in the Bland Shire in a passive manner.	Number of entries submitted.

Photography competition

Date	Activity	Target Audience	Purpose/Message	Performance Measure
July-September 2016	Council will engage local youth by conducting a photography competition. The competition will invite participants to take a photograph depicting life in the Bland Shire accompanied by 50 words or less describing what they like the most about the Bland Shire and what can be improved.	Youth	To give youth the opportunity to express what is important to them and what issues are affecting them in a passive manner.	Number of entries submitted

West Wyalong Agricultural Show

Date	Activity	Target Audience	Purpose/Message	Performance Measure
7 September 2016	Bland Shire Council has booked a double display area at the annual West Wyalong Show. The display will invite passers by to write on a sticky note and post on the board what is important to them about the Bland Shire and what can be improved. The Show is attended by thousands of residents each year.	Young people, older people, rural residents, village residents, town residents, community groups	To capture the views of local High School students on the issues currently facing the Bland Shire and the aspects of Bland Shire life that are important to them.	Number of responses received.

“If I were in charge of where I lived”

Date	Activity	Target Audience	Purpose/Message	Performance Measure
September 2016	Local High School students will be broken into small groups and will spend 10 minutes answering the question – If I were in charge of where I lived what are 3 things I would change, 3 things I like and 3 things I wish we had.	High School students	To capture the views of local High School students on the issues currently facing the Bland Shire and the aspects of Bland Shire life that are important to them.	Number of students informed.

Online community forum

Date	Activity	Target Audience	Purpose/Message	Performance Measure
September-November 2016	Council will invite community members to provide input into Council's Community Strategic Plan through an online forum accessible through the home page of Council's website. This opportunity will be promoted extensively on social media, print media and radio.	All residents, ratepayers, business, non-resident ratepayers, visitors	To give every resident an opportunity to provide meaningful input.	Number of submissions received.

Call for written submissions

Date	Activity	Target Audience	Purpose/Message	Performance Measure
September-November 2016	Council will invite community members to provide input through written or email submissions. The opportunity, and relevant addresses, will be advertised widely throughout the process.	All residents, older people	To give every resident an opportunity to provide meaningful input.	Number of submissions received.

Community movie nights

Date	Activity	Target Audience	Purpose/Message	Performance Measure
27-29 September 2016	Council will hold community movie nights in Wyalong and Weethalle, screening the feel good film Eddie the Eagle. The screening will be free and prior to the movie Council will play a short film clip of the General Manager inviting people to participate in the development of the Community Strategic Plan. People will be invited to write on notes and post on a board at the back of the room what they like about the Bland Shire and what could be improved. People will also be informed about other ways to contribute.	Village residents, rural residents, town residents	To reach out and inform the community about the opportunity to participate in the consultation process	Attendance at movie nights. Number of people informed.

Local stories DVD launch

Date	Activity	Target Audience	Purpose/Message	Performance Measure
6-14 October 2016	Council will launch its film project, Our People, Our Places, Our Stories, at gala events in West Wyalong, Ungarie and Barmedman. The DVD features the life stories of several well known local residents and is expected to be popular. The screening will be free and prior to the movie Council will play a short film clip of the General Manager inviting people to participate in the development of the Community Strategic Plan. People will be invited to write on notes and post on a board at the back of the room what they like about the Bland Shire and what could be improved. People will also be informed about other ways to contribute.	Older people, Village residents, rural residents, town residents	To reach out and inform the community about the opportunity to participate in the consultation process	Attendance at launches. Number of people informed.

Community forums

Date	Activity	Target Audience	Purpose/Message	Performance Measure
February 2017	Council will visit the communities of Barmedman, Tallimba, Weethalle and Ungarie	Village residents, rural residents, town residents	To reach out and ensure all residents are given an opportunity to have input into the IPR process	Feedback received

Business consultation

Date	Activity	Target Audience	Purpose/Message	Performance Measure
October-November 2016	Council staff will attend a meeting of the local Chamber of Commerce seeking the views of business owners and staff for consideration in the Community Strategic Plan.	Local business	To give local business a direct opportunity to contribute to Council's future planning.	Number of businesses informed. Feedback received.

Councillor workshop

Date	Activity	Target Audience	Purpose/Message	Performance Measure
February-March 2017	Council will conduct a workshop with the elected Councillors to seek direct input into the draft Community Strategic Plan	Councillors	To achieve buy-in from Council by seeking input and direction.	Feedback received

Ratepayers newsletter

Date	Activity	Target Audience	Purpose/Message	Performance Measure
November 2016 & February-March 2017	Bland Shire Council will develop and distribute a newsletter to every Bland Shire ratepayer, including non-resident ratepayers, inviting them to contribute to the process.	Ratepayers, non-resident ratepayers	To ensure all ratepayers are given an opportunity to make a submission	Distribution of the newsletter.

Advertising and promotion

Date	Activity	Target Audience	Purpose/Message	Performance Measure
September 2016-February 2017	Throughout the consultation period Council will promote the opportunity to participate through a range of mediums including print and radio promotion, social media promotion and promotion at Council and community events.	Bland Shire residents, visitors	To ensure all ratepayers are given an opportunity to make a submission	Distribution of the newsletter.



6 Shire Street
PO Box 21
West Wyalong NSW 2671
Ph: 02 6972 2266
Fax: 02 6972 2145
Email: council@blandshire.nsw.gov.au
Web Page: www.blandshire.nsw.gov.au

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for Bland Shire 2027 Community
Strategic Plan



Your Vision, Our Future – Bland Shire
Community Engagement Strategy 2027
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