

Community Engagement Strategy

2021



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Introduction

When we talk about “Community Engagement” in a local government context we are describing the activities that support the interactive relationships between Council and its stakeholders. Stakeholders include ratepayers, residents, service providers, business owners, workers and visitors.

Community engagement can range from simple information sharing and promotion of activities through to encouraging debate on local issues and planning for the future. It is a way Council can continually build on and strengthen its ties with the community and raise a more positive working culture with its constituents. Community engagement supports the local democratic processes by encouraging an interest in local issues and keeping people well-informed on local and regional issues. It fosters a greater understanding within the community of the roles of Council and how they can be involved in shaping their community.

The success, effectiveness and community ownership of the Community Strategic Plan relies on effective community engagement. In particular, the way that information on issues, impacts and possible solutions are presented to the community. In developing this Community Engagement Strategy, Council has considered how to engage with sectors of the community whose voice has been traditionally not “easy to hear” through normal consultation processes. New innovative techniques will be incorporated into the engagement process to capture the interest of groups not normally engaged with Council. Council will be moving community engagement to become core business as part of planning for projects and strategies.

This plan will provide the guidelines not only for the community consultation for the Community Strategic Plan but will encourage continued engagement activities into the future - keeping the community informed with progress and keeping communication channels open.

Background

This Community Engagement Strategy outlines how Council will engage with the community to develop the next Community Strategic Plan for Narrabri Shire.

In 2009 the NSW Government introduced a new planning and reporting framework for NSW Local Government. This was imbedded into the *Local Government Act of 1993*. These reforms replaced the former Management Plan and Social Plan with an integrated framework. It also included a new requirement for a new long-term Community Strategic Plan setting out the community's vision over a longer period of time.

The Community Strategic Plan outlines the community's long term vision for the future over a period of 10 years. This document is the foundation document that feeds into Council's Integrated Planning and Reporting. The other documents in this suite include;

- **Delivery Program** - What Council will do over a four-year Council term to work towards the vision set out in the Community Strategic Plan.
- **Annual Operational Plan** - What Council will do in the current financial year including Council's Budget and Revenue Policy.
- **Resourcing Strategy** - What resources are available to Council to implement the Community Strategic Plan. This includes the;
 - **Asset Management Strategy and Asset Management Plans.**
 - **Long-term Financial Plan.**
 - **Workforce Plan.**
- **Annual Report** - Reports to the community on how Council has met its strategic objectives set out in the Annual Operational Plan.

Integrated Planning and Reporting Framework



Legislative Requirements

The *Local Government Act 1993* requires proposals for Integrated Planning and Reporting. Narrabri Shire Council adopted its integrated planning and reporting framework in 2011. This suite of documents consists of the Community Strategic Plan, the Resourcing Strategy, Delivery Program and Operational Plan.

Each local government area must have a Community Strategic Plan that has been developed and endorsed by the council. A Community Strategic Plan is a plan that identifies the main priorities and aspirations for the future of the local government area covering a period of at least 10 years from when the plan is endorsed.

A Community Strategic Plan is to establish strategic objectives together with strategies for achieving those objectives.

Council must ensure that the Community Strategic Plan:

- (a) addresses civic leadership, social, environmental and economic issues in an integrated manner,
- (b) is based on social justice principles of equity, access, participation and rights,
- (c) is adequately informed by relevant information relating to civic leadership, social, environmental and economic issues,
- (d) is developed having due regard to the State Government's State Plan and other relevant State and regional plans of the State government.

Council must establish and implement a strategy (its "community engagement strategy"), based on social justice principles, for engagement with the local community when developing the community strategic plan.

Following an ordinary election of councillors, the council must review the community strategic plan before 30 June following the election. The council may endorse the existing plan, endorse amendments to the existing plan or develop and endorse a new community strategic plan, as appropriate to ensure that the area has a community strategic plan covering at least the next 10 years.

A draft community strategic plan or amendment of a community strategic plan must be placed on public exhibition for a period of at least 28 days and submissions received must be considered by the council before the plan or amendment is endorsed by the council.

The NSW Council Charter (Section 8 of the *Local Government Act 1993*), requires every council to:

- Exercise community leadership
- Engage in long term strategic planning on behalf of the community
- Facilitate the involvement of Councillors, members of the public, users of facilities and services and council staff in the development, improvement and coordination of local government, and
- To keep the local community and the state government informed about its activities.

The review must include the following:

- A report from the outgoing council on the implementation and effectiveness of the Community Strategic Plan in achieving its objectives.
- A review of the information that informed the original Community Strategic Plan.
- A community engagement strategy prepared and implemented by Council which, at least, must identify relevant stakeholder groups within the community and outline methods that will be used to engage each group.

Why Community Engagement?

The International Association for Public Participation (IAP2) defines Community Engagement as:

"Any process that involves the community in problem-solving or decision-making and uses community input to make better decisions."

Narrabri Shire Council recognises the importance and benefits of involving the community in decision-making processes. This is especially important when developing a long-term strategic vision for the community. The success of the Community Strategic Plan and subsequent plans relies on the community feeling they have ownership and influence over how the community is shaped in the future.

It is important to remember that the level of participation from the community in decision-making should be proportionate to the impact of the decision being made. Therefore, higher level long term decisions that will have a maximum impact on the community should have a higher degree of community participation in their development. Therefore, community engagement will focus on "bigger picture" items in the community and not the day-to-day operations.

As a minimum, Council will identify and engage with relevant stakeholder groups. To be really successful, Council must make more effort to engage with those community members who may not normally have a voice. Using social justice principles, Council will target those groups which are harder to reach and endeavour to keep them informed throughout the process. As a matter of course, some community members will have no interest in taking part in this process. Council should ensure that if they wish to become involved, they have the opportunity to get involved.

Successful community engagement offers members of the community an opportunity to have their values, interests, needs and desires incorporated into decisions that affect their lives. It also encourages the public to provide more meaningful input into the decision process.




**Tell me and I'll
forget. Show me
and I may
remember.
Involve me and I'll
understand.
~Chinese proverb**

Through its community engagement, Council will strive to implement best practice guidelines developed by the International Association for Public Participation (IAP2) to ensure engagement is genuine and inclusive.

IAP2's core values for public participation are based on the belief that those who are affected by a decision have the right to be involved in the decision making process; include the promise that the public's contribution will influence the decision; seeks out and facilitates the involvement of those potentially affected by or interest in a decision; provides participants with the information they need to participate in a meaningful way and communicates how their input affected the decision made.

The IAP2 have developed a Public Participation Spectrum to identify the possible methods of consultation and the level of impact the community would have on decision-making through the method. Types of engagement include; Inform, Consult, Involve and Collaborate.

IAP2 Public Participation Spectrum



	INFORM	CONSULT	INVOLVE	COLLABORATE
Purpose	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and active solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and identification of the preferred solution.
Promise to the Public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns, aspirations and provide feedback on how public input influenced the decision.	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.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.
Role of Community	Listen	Contribute	Participate	Partner
Example Techniques	Fact sheets Website Open hours	Public comment Focus groups Surveys Public meetings	Workshops Deliberative polling	Citizen Advisory Committees Consensus building Participatory decision-making

Councils have been advised they should aim their engagement activities to the COLLABORATE level for the greatest success.

COLLABORATE will be the most significant part of any engagement. It involves working with key stakeholders and the community to find solutions and alternatives. This stage comes after all the information is sought through the CONSULT and INVOLVE stages to ensure issues are well understood.

This spectrum will be used as the basis of all Council Community Engagement activities as well as Council's Communications Strategy.

Objectives of Community Engagement

Council has some clear objectives to be undertaken through its community engagement activities as well as fulfilling its legislative requirements. These include;

- Involve the Narrabri Shire community in the review of the current Community Strategic Plan.
- Involve the Narrabri Shire community in the development of a reviewed Community Strategic Plan for the next 10 years understanding their needs, aspirations and expected levels of service.
- Educate the community in the Integrated Planning and Reporting Framework, their role in its success and how they can have an influence.
- Provide a framework for a coordinated, well planned approach to engagement that is genuine, inclusive and meets the needs of a range of stakeholders.
- To build strong ongoing relationships between Council and the Community.

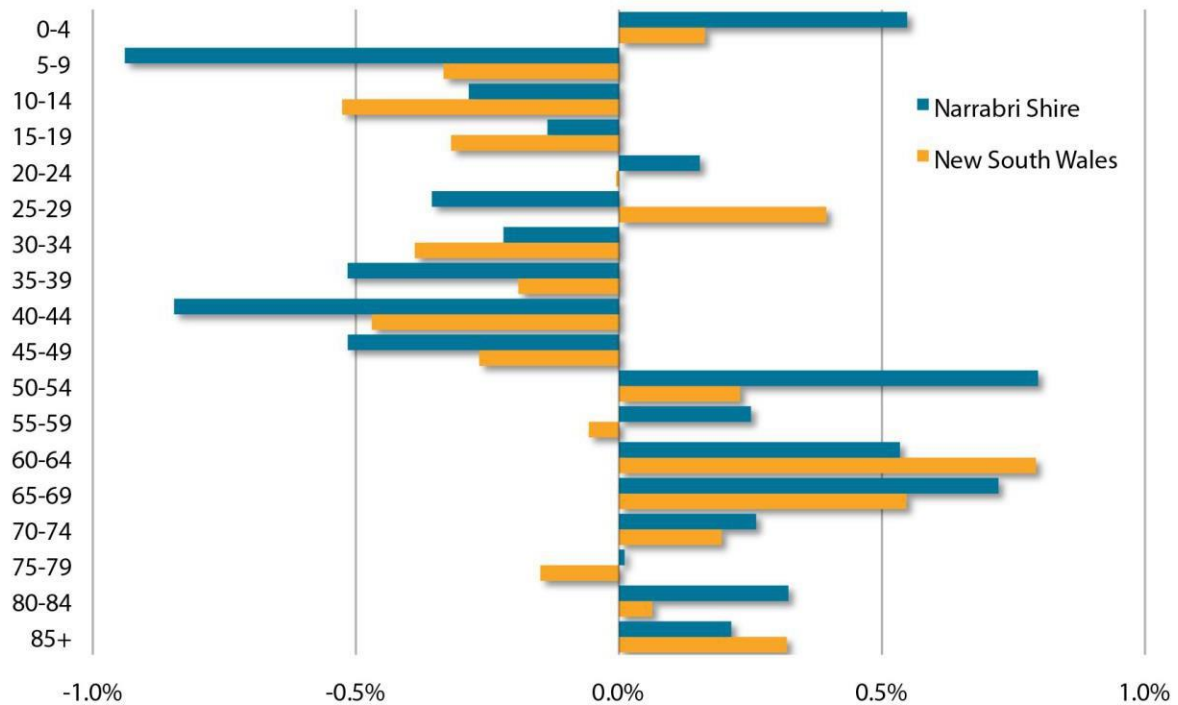
Demographic Information - Our Community

In order to communicate effectively Council must understand the Narrabri Shire community.

The Australian Bureau of Statistics estimated the Narrabri Shire population to be 13,799 as of 2015. 50.1% of the population were male and 49.9% were female. Aboriginal and Torres Strait Islander people were identified as 10.7% of the population.

Age Distribution

Change in % share, 2006-11

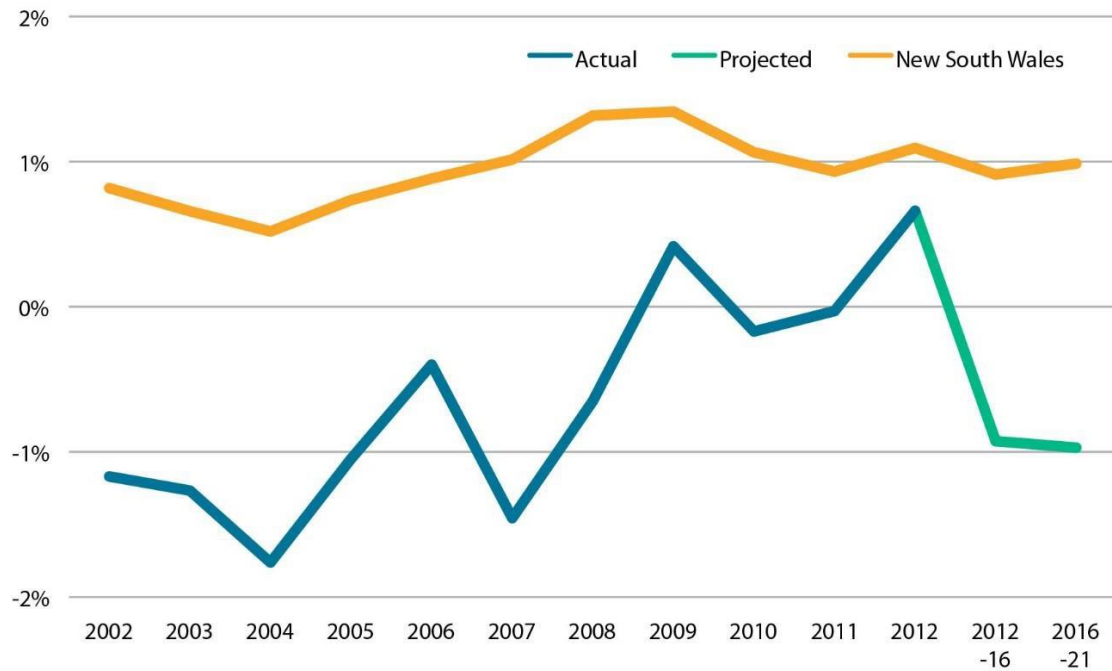


The median age for people in Narrabri Shire was 39 years. Children aged 1-14 years made up 22.2% of the population while people over 65 years accounted for 15.7% of the population. The trend on this graph shows greatest positive change in the age categories from 50 years onwards. This is in line with the Australian trend of an ageing population.

Following a trend across regional NSW it is expected that the Narrabri Shire population will have decreased since the 2011 Census. Despite this, the growth of the resources industry in Narrabri Shire may have assisted to keep the population steady.

Population Growth

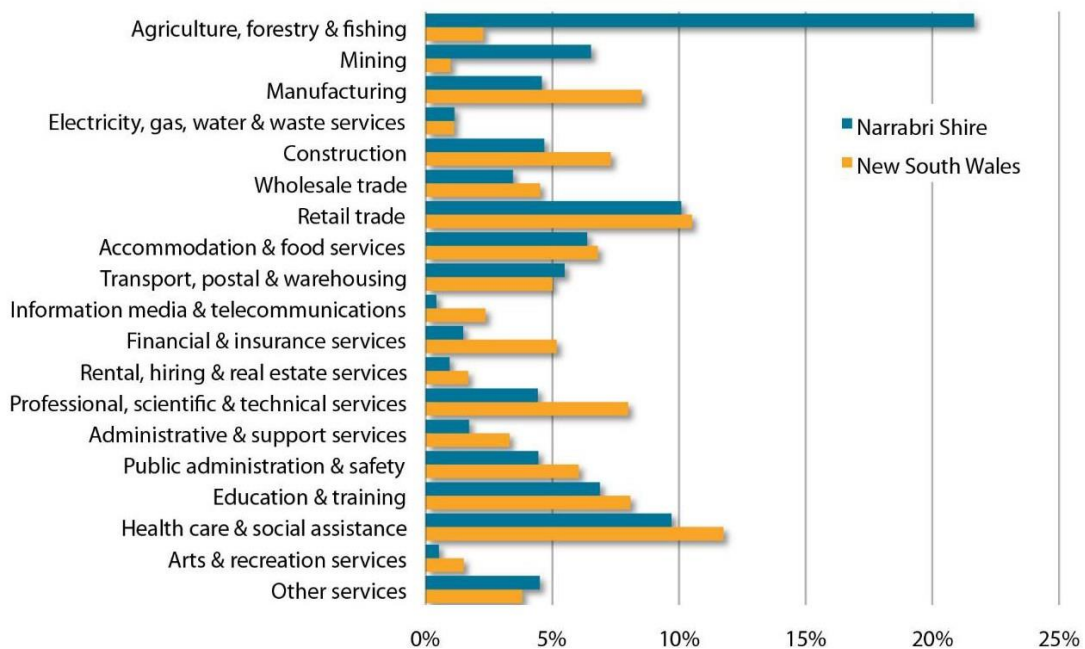
Narrabri Shire



The main industry of employment in Narrabri Shire is Agriculture, Forestry and Fishing accounting for 44% of the total number of businesses and employing 21.4% of the working population. At the last Census Agriculture, Forestry and Fishing made up 49.8% of total businesses in Narrabri Shire and employed 25.2% of the working population. From the 2006 to the 2011 Census the biggest growth was experienced in the Mining sector experiencing a 5.7% increase in employees.

Employment by Industry

Working Population, 2011



In the 2011 Census, 53% of homes identified as having access to broadband connection. With 61% having access to internet in their home overall. 1.5% of the local population speak a language other than English at home.

A notable change in the 2011 Census was an increase in the median sales price for houses. A significant annual increase of 18.2% was recorded which is significantly higher than the Sydney region increase of 2.0%. Rental yields were also high at 6.7% whilst the average for the Sydney region was 4.7%.

Narrabri Shire covers a large area of over 13,000 square kilometres in North West, New South Wales. Much of the Narrabri Shire population is centralised in the towns of Narrabri, Wee Waa and Boggabri and around the villages of Bellata, Edgeroi, Maules Creek, Baan Baa, Gwabegar and Pilliga.

The Local Government area is expansive and communicating with the more isolated villages can prove to be challenging.

Key Stakeholder Groups

The Community Engagement Strategy targets the whole of the Narrabri Shire Council community including people who live, invest, visit and work in the region. The community includes residents, ratepayers, landowners, organisations, businesses, government agencies and anyone who has an interest in the future of the Narrabri Shire community.

The following groups (but not limited to) have been identified.

State Government Agencies

- Department of Planning and Environment
- Department of Industry (including North West Local Lands Services)
- NSW Health
- NSW Department of Education
- Community Services – NSW Government
- NSW Department of Infrastructure and Regional Development
- Roads and Maritime Services
- Department of Attorney General and Justice (including NSW Rural Fire Service)
- WorkCover NSW
- Department of Family and Community Services
- Kevin Humphries MP (Member for Barwan)
- Mark Coulton MP (Member for Parkes)
- Department of Premier and Cabinet

Local Committees, Council Committees and Organisations

Council has an extensive network of committees and organisations that assist Council in its decision-making process. The following are examples of some of the local committees and organisations that will be included in consultation;

- Namoi Councils Joint Organisation
- Arts North West
- Association of Mining Related Councils
- Australian Airport Owners Association
- Australian Rural Road Group Inc
- Boggabri Coal Community Consultation Committee
- Maules Creek Community Consultation Committee
- Narrabri North Community Consultation Committee
- Tarrawonga Coal Mine Community Consultative Committee
- Narrabri Gas Project Consultative Committee
- Crime Prevention Committee
- Central Northern Regional Libraries Committee

- Floodplain Risk Management Committee
- Friends of The Crossing Theatre
- Pilliga and Gwabegar CommunityLink Centres
- Namoi Water
- Narrabri Bush Fire Management Committee
- Narrabri Hospital Advisory Committee
- Narrabri Medical Taskforce Committee
- Narrabri Shire Interagency Group
- Narrabri West Lake Advisory Committee
- Newell Highway Taskforce
- Northern Inland Weeds Advisory Committee (NIWAC)
- North West Weight of Loads Committee
- Nosh on the Namoi
- RMS Regional Consultative Committee
- The Crossing Theatre Steering Committee
- Wee Waa Hospital Advisory Committee
- Baan Baa Water Supply Advisory Committee
- Young Farmers Federation local members
- National Farmers Federation Local members
- Next Gen Young Professionals Group
- Narrabri Aboriginal Lands Council
- Wee Waa Aboriginal Lands Council
- Pilliga Aboriginal Lands Council
- Red Chief Aboriginal Lands Council
- People for the Plains
- Narrabri Liquor Accord

Internal Stakeholders

- Council Staff
- MANEX
- Councillors

Under-represented Groups

There are a number of groups in the community that are difficult to reach and engage in community consultation. These groups have an important voice in the future of Narrabri Shire. Groups which need to be targeted include;

People with disabilities

- Council has to complete a Disability Inclusion Action Plan by June 2017.
- It is important people with disabilities are considered in areas of town planning to improve accessibility issues and make movement around the community easier. They sometimes require access to unique services which can be advocated by Council.

Aboriginal Community

- Council has made a commitment through its Reconciliation Action Plan to raise an understanding of the aboriginal community. As the original custodians of this area their cultural values need to be considered when deciding the future direction of Narrabri Shire.
- Key elders can be targeted to be drivers within their community. Specific protocols need to be considered when working with this group.

People from culturally diverse backgrounds

- Although this group has not been traditionally well represented in Narrabri Shire there appears to be a growing number of culturally diverse people calling Narrabri Shire home. These people need to be considered and made to feel welcome at consultation.

Young People

- Young people can be difficult to engage. As the future of Narrabri Shire their opinions need to be considered and they should be active in community consultation. Innovative methods should be used to engage with this group.

Geographically isolated

- Narrabri Shire is very large and home to some isolated communities such as Gwabegar and Pilliga. Council should make an effort to have an active presence in these communities and develop more informal ways of having a conversation with these communities.

Transient Workers

- Although many transient workers do not call Narrabri Shire home, they can still have a big impact on the community and its infrastructure. Working closely with the resource sector will help to capture this group.

Young Working Families

- This busy group within the community are not often engaged in community consultation but are key users of facilities such as sporting facilities across the Shire. Engagement with this group needs to be timed appropriately and easily completed to ensure they can get involved.

Elderly

- Working with service providers for this group is probably the easiest way to ensure their involvement. They have some unique requirements that need to be considered.

The Farming Community

- Timing is crucial for this group. Engagement needs to be informal and made easy for them to get involved.

Reaching the Indigenous Community

The Local Indigenous Community is identified as a key community group that can be difficult to engage. In 2016, Council made a commitment to strengthen relationships with the local aboriginal community through the development of a Reconciliation Action Plan. Through engaging this group, Council needs to be aware of their cultural diversity.

Respecting the Aboriginal Culture

- **Understanding the importance of land and sea** – The connection between land and sea are fundamental to an aboriginal person's life.
- **Understanding the importance of family and kinship ties** – Culture, family and kinship ties are fundamental to Aboriginal societies. Raising children can be a responsibility shared between parents, grandparents, uncles and aunts. Extended family is part of their social unit.
- **Concept of time** – a flexible timetable is important as sometimes more value is placed on personal priorities.
- **Language** – a critical factor in communicating is understanding the differences in language protocols. For some in this community, English may be a second or third language. English literacy levels need to be considered. Use your own language – don't try to mimic Aboriginal speech or words.
- **Appropriate sharing of information** – Sometimes engagement is required over matters that are defined in the community as strictly male or female. Gender sensitivity should be considered.
- **Traditional owners** – It is important to identify Traditional Owners prior to an engagement activity as a mark of respect.

Protocols

The following protocols should be adhered to when working with the Aboriginal community.

- Traditional Owners and Elders should be acknowledged at the commencement of a meeting.
- Minimise government jargon – if it is necessary then explain the term or phrase.
- Use your own style of speech. Don't try to mimic Aboriginal speech or words.
- Be inclusive of all participants.
- Avoid referring to Elders as 'Auntie' or 'Uncle' unless you have been invited to do so.
- Do not specify tribal group names as there may be more than one Traditional Owner group present.
- Respect the privacy of sacred rituals.

Methods of Engagement

INFORM	Activity	Description	Target Groups
	Rates Notice Flyer	Specific Information in the rate notice flyer "Council in Focus"	All Ratepayers
	Your Council advertorial	Council advertorial placed in The Courier weekly.	Narrabri Shire residents particularly Narrabri residents.
	Advertisements	Targeted advertisements in local newspapers, online, television and on radio.	Targeted audience depending on the medium chosen. Newspapers would be traditionally an older audience than commercial radio.
	Website	Information placed on Council's website and regularly updated.	Everyone with access to the internet.
	Email and Mail	Email or mail to targeted individuals or groups to inform them on a specific objective.	All ratepayers are able to be targeted.
	Community Information Stands	Staff available at a time and place on a community stand to allow the public to come and ask questions. Information can be handed out. Can be made to coincide with particular events such as Pension Day to target the older generations.	Residents of a town.
	On-hold telephone message	Short messages played when customers are on hold when contacting Council.	Anyone contacting Council via phone.
	Social Media	Advertisements and editorial can be placed on Social Media to keep the public informed.	All engaged on Councils Social Media pages.
	Displays and Noticeboards	Posters displayed on noticeboards around the towns in public areas. Increasing brand	Ability to target certain groups depending on placement of posters.

		awareness and educating the community.	
	Short video	Short engaging videos informing the community of their role and Council's objectives in the community consultation process. Can be released on social media and the website.	Those with internet access or who are engaged on Social Media.

CONSULT

Activity	Description	Target Groups
Social Media	Internet-based allowing engagement, networking and user generated content on issues.	Council's Social Media pages attract a varied group. The most popular group is middle-aged women.
Community Engagement Website	Development of a specific Community Engagement website over the consultation period of the Community Strategic Plan and to continue on keeping the community informed and engaged.	Everyone with internet access.
Suggestion Box / Suggestion board	A suggestion box or public suggestion board allowing people to post their big ideas.	Young people and those who wouldn't necessarily come to a public meeting.
Surveys	Short or long surveys asking residents to record their opinions.	Target markets would depend on the distribution methods used for the survey whether it be online, telephone, postcard, mail, in the newspaper etc.
Public Exhibition	Formal way of allowing people to read a document and make comment.	Older members of the community.
Attendance at Stakeholder Group meetings	Targeted discussion at meetings of stakeholders.	Target group varies depending on the meetings visited. Those who are involved with community groups and organisations.
Community meetings	Traditional method of community engagement. Town meetings	Targeting specific towns and villages across the Shire.

INVOLVE

Activity	Description	Target Groups
Conversation hour on Social Media	An allocated hour on Facebook to allow people to comment on a particular topic. Administered by Council staff who guide the conversation.	Young people People who are not comfortable in a formal meeting setting.
Brainstorming sessions	Brainstorming sessions with key groups in the community. Could be done as part of focus groups.	Key stakeholders
Community Debate	Public debate to discuss the pros and cons of an issue.	Young people.
Opinion poll	Gaining consensus on specific issues.	Depending on the delivery method - all residents.
Vox Pop	Translated "Voice of the People". Short videos featuring popular opinion. Used as a conversation starter. Could be used in conjunction with Facebook Conversation Hours.	Young people.
Public Art / Photography competitions	Competitions aimed around highlighting areas of the community for discussion. Can be done on Social Media as well.	Young people Creative people

COLLABORATE	Activity	Description	Target Groups
	Community Forum	Content for the forum generated through the focus groups. (Discussion paper)	Cross section of the community – representatives from across the community.
	Management Committee	Works with Council under delegated power to manage a service or facility.	Community groups / business groups
	Joint Venture	Council partners with the community or stakeholders to achieve a project or service.	Business groups
	Focus Groups	Groups targeting specific demographics in the community.	<p>Young people Isolated communities Indigenous population.</p> <p>Good opportunity for those who may be more comfortable speaking around their peers.</p> <p>Targeting specialists in particular areas. Eg. Health, Environment etc.</p>

Community Engagement Plan – Community Strategic Plan

Through its Community Engagement Plan for the Community Strategic Plan, Council is committed to being innovative with its engagement and providing the community fun, alternative methods of getting involved. Particular attention will be made to involve the groups which have been identified as hard to engage with.

Branding

A special brand was developed by staff to be used throughout the community engagement for the Community Strategic Plan. This branding will help residents and stakeholders recognise the range of engagement activities available and encourage their involvement. The branding is simple and projects the message that Council is seeking input on the “big picture” items. It encourages residents to think about where they see Narrabri Shire in the future. The range of engagement activities will provide residents with a chance to use their “voice” in a range of different ways and shows that an individual idea can shape the future of Narrabri Shire.



Phase One – Review and Planning for Engagement

This phase is about looking at the current plan, what we have achieved and what needs to be done. Council will start to engage at the **INFORM** level to educate the community on the process and encourage the community to get involved. Simple branding has been developed so the community can easily identify how they can get involved and what the engagement is being used for.

Engagement Activity	Description	Target Groups to be engaged	Engagement Level
Review current Community Strategic Plan	Council staff will review the current strategy. 10 objectives will be developed for each of the four (4) strategic themes to guide community input.	All staff	CONSULT
Rates Notice Flyer	Information provided on the Community Engagement sessions coming up and why the community should get involved.	All Ratepayers	INFORM
Social Media	Branded information on community engagement and the Community Strategic Plan.	All those on Social Media	INFORM

Displays and Noticeboards	Posters at specific locations to gain branding awareness and encourage participation.	All residents	INFORM
Short Video	Introductory Video from the Mayor or General Manager to spark interest and encourage involvement. To be used on Social Media and website.	All those on the Internet.	INFORM
Email / Letter Drop	Targeted at introducing the Community Strategic Plan to those groups that are "hard to reach" as well as all stakeholders	Identified Stakeholder groups	INFORM
Advertising	Use of Council's Your Council Advertorial to inform the community on engagement activities and encourage involvement. Advertising on MaxFM Radio Announcements.	All residents	INFORM

Phase Two – Developing Ideas and Options and starting the conversation

This phase is when Council will start to actively engage the community at the **CONSULT** and **INVOLVE** level. Priorities of the community will be discussed and community opinion gauges. The key will be to involve as many people as possible in a range of ways to capture the communities' thoughts and ideas.

Engagement Activity	Description	Target Groups to be engaged	Engagement Level
Community Engagement Website	Use of Council's website as a portal of information. Links to the survey.	Everyone with internet access	CONSULT and INVOLVE
Social media	Networking and generation of ideas led by staff as facilitators. Could be through the form of a Conversation Hour or general feedback to Vox Pops. Use of alternative social media such as Instagram to capture different audiences.	Younger people Stay at home parents Women	CONSULT
Suggestion Box	An anonymous way to target specific audiences by placing a suggestion box in a specific location such as a school or aged care facility asking people a specific question. Could be used at community and focus group meetings to let people anonymously make suggestions.	Target groups less likely to come to a meeting or put their face to their comment.	CONSULT

Survey	Community Survey distributed through a range of means. Could be used at the end of community meetings.	Targeting those that are less likely to be vocal about their needs and wants in the community	CONSULT and INVOLVE
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Phase Three – Refining Ideas into Strategy

This is the phase when Council will be working closely with key people to finalise the strategic objectives for the Community Strategic Plan and start to draft the document. This will be the phase when Council will **COLLABORATE** to determine these key objectives.

Engagement Activity	Description	Target Groups to be engaged	Engagement Level
Stakeholder Meetings	Attendance at key stakeholder group meetings to encourage involvement and get feedback. Use the survey at the end of each meeting.	Key Stakeholder Groups	COLLABORATE
Town and Village forums	Similar to a town meeting held in all centres across Narrabri Shire to allow everyone an opportunity to have a voice. Structured to get the feedback needed.	Whole of community Representatives from a range of stakeholder groups would be encouraged to attend.	COLLABORATE
Focus Groups	Development of four (4) focus groups to cover each of the four (4) strategic themes. Further brain storming and finalising the key objectives for the Community Strategic Plan. Working closely with Council staff and Councillors to draft a Community Strategic Plan.	Representatives picked to cover a majority of the stakeholder groups in Narrabri Shire. Council staff Councillors	COLLABORATE
Public Exhibition of Draft Community Strategic Plan	Draft Community Strategic Plan must be placed on public exhibition for a period of 28 days to receive submissions.	Whole of community	COLLABORATE
Councillor Workshop	Workshop with Councillors to finalise objectives and content of the Community Strategic Plan.	Councillors	COLLABORATE
Senior Staff Workshop	Workshops with staff to provide advice to Councillors of viability of objectives and determine significance.	Council Staff	COLLABORATE

Appendix One

Communication Mediums

The following communication mediums can be used to inform the community of Engagement Activities.

This table is taken from Council's Communications Strategy.

External Communication				
Medium	Source	Currency	Details	Target Markets
Online	Narrabri Shire Council website	Daily	Google analytics not installed on new website. Should be the "go-to" place for Council information – not just for residents but also for staff.	All residents, ratepayers and interested parties.
	Tourism website Visit Narrabri	As required	Website directed at visitors to inform and engage on Narrabri Shire tourism.	Visitors and residents
	Newell Highway website	As required	Information on Narrabri Shire within the Newell Highway group.	Visitors
	Kamilaroi Highway website	As required	Information on Narrabri Shire within the Kamilaroi Highway group.	Visitors
	Great Artesian Drive website	As required	Information on Narrabri Shire within the Great Artesian Drive group.	Visitors
Newspaper / Print Media	Your Council Advertorial	Weekly	½ page information advertorial in Narrabri Courier	All residents and readers of Narrabri Courier.
	From the Mayor's Desk	Weekly	Regular column in Courier and Wee Waa News written from the Mayors perspective on local issues.	All residents and readers of Narrabri Courier and Wee Waa News.

	Media Releases	As needed	<p>Media releases are prepared internally and distributed by the Communications Coordinator. The stories are picked up generally by local media. A story needs to be very newsworthy to compete with content for larger publications and be of a more regional interest.</p> <p>Who the media release is distributed to is based on the newsworthiness of the item and whether it is of local, regional or national interest.</p>	<p>Target markets vary depending on the topic of the media release. Can vary from a local to national level.</p> <p>Narrabri Courier – Local Narrabri & District Residents</p> <p>Wee Waa News – Wee Waa Residents</p> <p>Moree Champion – Northern residents of the LGA (Bellata)</p> <p>Namoi Valley Independent – Boggabri Residents</p> <p>Northern Daily Leader – Regional Audience – suitable for regionally significant news items.</p> <p>The Land – Rural residents.</p> <p>Sydney Morning Herald – National Interest stories.</p> <p>The Australian – National Interest stories.</p>
Radio	MaxFM – Council Announcements	Daily – several times a day	<p>Rotation of general Council notices. Special notices given when requested.</p> <p>A weekly interview is held with Tourism staff to inform the community of events in Narrabri Shire.</p>	<p>All residents of Narrabri Shire.</p> <p>Generally targeted at an older demographic.</p>

	Now FM – Community Announcements	Daily – several times a day	Broadcasts from Moree to the towns of Moree, Narrabri, Wee Waa, Goondiwindi, Tamworth, Inverell, Boggabri, Coonabarabran and	All residents of Narrabri Shire but targets a younger demographic. The radio station of choice for most workplaces to have on during work hours.
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			Coonamble. Listening potential of 91,000.	
	Triple G – Community Announcements	Daily – several times a day	Broadcasts from Gunnedah to the towns of Gunnedah, Boggabri, Narrabri, Wee Waa, Baradine, Coonabarabran, Manilla, Barraba and Quirindi.	Residents in the southern areas of the LGA in particular Boggabri area.
	ABC New England North West	Daily breakfast and morning show covering local	Broadcasts from Tamworth covering the New England North West region.	Covers more “newsworthy” stories of a regional significance. Conducts interviews with senior staff and the Mayor on at least a monthly basis. Wide listening group of generally middle aged to older residents.
Television	NBN News	Daily evening news	News covering the New England North West region.	Covering more “newsworthy” stories of a regional significance. Targets all residents of Narrabri Shire and the greater region.
	Prime News	Daily evening news	News covering the New England North West region	Covering more “newsworthy” stories of a regional significance. Targets all residents of Narrabri Shire and the greater region.
	Southern Cross Ten – My Community Connect	Daily	Free Local service for not-for-profit, community, club and local charity events in regional communities.	Community groups, residents and ratepayers. Not seen as reliable as it is only shown during the day.
	Television advertising	As required	Paid advertisements for events or tourism taken out as required.	Regional and local residents and tourists.
Social Media	Council Facebook page	Daily as required	Posts made on a wide variety of Council services and events. Good feedback	Attracting a growing number of local residents.

			from the community. A good way to gauge community perceptions and opinions to particular topics.	Main target are 70% women mostly from the 25-44 age bracket. Local residents mostly from Narrabri, Wee Waa and Boggabri.
	Council Twitter Page	As required	Posts made on newsworthy items or sharing good news stories from other members.	Media Small number of local residents
	Tourism Facebook page	As required	Social media for tourism activities.	Tourists and local residents
	Tourism Instagram	As required	Social media for tourism activities.	Tourists and local residents
	Tourism Twitter	As required	Social media for tourism activities.	Tourists and local residents
Newsletters	Council in Focus	Quarterly	One page A4 Flyer distributed with Rates Notices. Effective way to reach ratepayers directly with a controlled message.	Ratepayers – Reach of around 6,000
	Boggabri Green Flyer	Weekly	Distributed and developed through the Boggabri Post Office to Boggabri residents	Boggabri and district residents
	Tourism Quarterly update	Quarterly	E-Newsletter distributed by Tourism section to Tourism operators.	Tourism providers and business community
	CommunityLink Newsletter	Irregularly	E-Newsletter distributed to services and local residents and put together by local CommunityLink staff.	Gwabegar and Pilliga residents
	What's On events Email	Weekly	E-Newsletter with events on in Narrabri Shire.	Tourism providers
Signage	Banners	Updated as required	Street banners along main roads and main streets. Strengthens Council's Corporate Image and improves aesthetics.	Residents and tourists

	Town Signage	Updated as required	Assists with distributing messages to the community. Can be in the form of community noticeboards, tourism location boards etc. Can be useful for advertising events or meetings with the community in poster form.	Residents, Community groups, Tourists and Business groups. Most towns have some sort of community noticeboard that is well used.
Promotional Materials	Products and Services Guide	2 years	Guide detailing products and services offered by Narrabri Shire Council.	Residents of Narrabri Shire Council Local Government Area.
	Business and Residents Guide	As required – every 4 years	Guide to Narrabri Shire Business and Lifestyle.	Prospective investors, business people or new residents.
	Narrabri Shire Economic Profile	As required – every 4 years	Statistical data from Census and other sources to assist with business investment decisions.	Prospective investors and business people
	Your New Business Address	As required – every 4 years	Short brochure highlighting the benefits of Narrabri Shire aimed at potential new businesses.	Prospective investors and business people
	Narrabri Shire Promotional DVD	As required	Visual guide to Narrabri Shire	Prospective investors, business people or new residents.
	Town and Village brochures	As required	Guides to the smaller villages and towns of Narrabri Shire	Tourists
	Tourism Brochure	Every 2 years	Guide to tourist attractions in Narrabri Shire	Tourists
	Tourism leaflets and flyers	As required	More detailed guides to tourist attractions around Narrabri Shire	Tourists
	Section brochures and flyers	As required	Staff developed brochures or flyers providing more detailed information about Council services.	Residents and ratepayers and prospective investors

Official Council Communications	Business Paper and Committee Meeting papers	Twice monthly	Reports for Council and Committee determination	Councillors, staff and all Narrabri Shire Residents and ratepayers
	Annual Report	Annually	Annual Report for Council	Councillors, staff and all Narrabri Shire Residents and ratepayers

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NARRABRI SHIRE
DISCOVER THE POTENTIAL