

Ordinary Meeting

Meeting Date: Monday, 09 May, 2022

Location: Council Chambers, City Administrative Building, Bridge Road, Nowra

Attachments (Under Separate Cover)

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Community Strategic Plan Review Community Engagement Report - Stage 1

1. Project Overview

The Community Strategic Plan (CSP) is the community's plan for the Shoalhaven. It has a minimum ten-year timeframe and should reflect the community's main priorities and aspirations (needs and wants) for the Shoalhaven.

Council's role in the production of the CSP is to facilitate its development and produce the document.

As per legislative requirements, the CSP must be reviewed and adopted each Council term. Therefore, following the December Council elections, Council must:

- review and update the CSP (10 year)
- create the Delivery Program (4 year)
- adopt a Resourcing Strategy (10 year Long Term Financial Planning; Workforce Planning and Asset Management Planning)

The whole suite of documents is to be adopted by Council before 30 June 2022.

The Community Engagement and Communications Plan for the CSP Review was presented and endorsed by Council at the October Strategy & Assets meeting (MIN21.712).

Unfortunately, due to the COVID-19 public health restrictions, face to face engagement methods were explored, but did not eventuate. The Engagement Plan utilised printed collateral and physical touchpoints to offset the over-reliance on digital methods, and to accommodate community members who do not have access to the internet or with low digital literacy.

2. Key Messages and Questions

The following key messages were integrated as part of all communications materials and correspondence:

- Council is reviewing the Shoalhaven Community Strategic Plan
- The Plan sets out the community's goals and priorities for the next 10 years
- Let us know your thoughts – visit getinvolved.shoalhaven.nsw.gov.au

The engagement included activities to get community members to think about and answer the following questions:

- What do you love about Shoalhaven City?
- What would you like to see in Shoalhaven City by 2032?
- What would you like to see less of in Shoalhaven City by 2032?

- What are the challenges facing Shoalhaven City in the next 5-10 years?
- From the 10 Key Priorities in the current CSP, select the 3 most important priorities to you

3. Overview of Engagement Methods

The following table outlines the engagement methods employed and summarises the number of responses or awareness statistics.

| Method | Tool/Platform | Summary Response/Outcome |
|-----------------------------|--|--|
| Consultation Methods | | |
| Webpage | Get Involved Shoalhaven - Council's official online engagement platform. Tools included: <ul style="list-style-type: none"> • Survey • Places (mapping tool) • Q&A • FAQs • Documents | <ul style="list-style-type: none"> • 1,000 visits to the Get Involved project page • 305 survey responses • 26 contributions to the Places City map (from 22 people) – What do you love about Shoalhaven City? • 53 Children's Activities provided (24 downloaded, 31 mail out requests) • 8 FAQ visits |
| Survey | Survey for completion: <ul style="list-style-type: none"> • Online via Get Involved • Over the phone • Hardcopy (on request) | <ul style="list-style-type: none"> • 288 online survey responses • 18 responses via returned postcards |
| Social Media | Seek feedback on Facebook via comments and photos | <p>6 Facebook posts over the period:</p> <ul style="list-style-type: none"> • 12,607 people reached • 979 "post engagements" (times people engaged through reactions, comments, shares, views and clicks) • 41 reactions, 26 hide posts, 16 shares <p>Results:</p> <ul style="list-style-type: none"> • 86 comments – 44 will be considered as submissions • 24 pieces of feedback via Get Involved • 92 links clicked |

