

## **PART 1 – PROJECT OVERVIEW**

|  |   |
|--|---|
| <b>Title: Waste Service Community Engagement</b> |   |
| <b>Date/s of activity:</b>                       | Approximately 1 October – 15 November 2024  |
| <b>Prepared by:</b>                              | Friederike Buettner   |
| <b>Nature of activity:</b>                       | Major review of our waste services to determine community priorities.   |
| <b>Objective/s:</b>                              | The goal is to seek community feedback on our waste services to ensure residents receive the services they deem most important (Waste Transfer Station, operational waste, and FOGO). We want to ensure that the selected options align with our community's needs and expectations while being financially and logistically feasible.  |
| <b>Evaluation:</b>                               | <ul style="list-style-type: none"> <li>• Number of people attending popup stalls and workshops</li> <li>• Your Say SJ Engagement</li> <li>• Surveys submitted</li> <li>• Engagement stats on social media / Digital Ads</li> </ul>  |
| <b>Audience/s:</b>                               | <p><u>External</u></p> <ul style="list-style-type: none"> <li>• Shire of SJ residents, incl. Seniors, Youth, Sporting Groups &amp; Clubs, Diverse Community, Children with Families, Local Businesses, Equine Community</li> <li>• Media</li> <li>• Businesses</li> </ul> <p><u>Internal</u></p> <ul style="list-style-type: none"> <li>• Councillors</li> <li>• Staff</li> <li>• Advisory and Working group members</li> </ul> |
| <b>Spokesperson/s:</b>                           | Shire President   |
| <b>Budget and cost account:</b>                  | TBA   |



## **PART 2 – RISK ASSESSMENT**

| Risk Description   | Controls   | Principal Consequence Category                             | Risk Assessment |               |             | Risk Mitigation Strategies (to further lower the risk rating if required)                |
|--|--|--|-----------------|---------------|-------------|--|
|  |  |  | Likelihood      | Consequen     | Risk Rating |  |
| Community are not informed or aware of opportunity to participate in engagement for major review | Communications Plan and Engagement Plan                                | Reputation   | Possible        | Moderate      | MODERATE    | Continually review Communication Plan and Engagement Plan in response to community need. |
| Lack of resourcing to implement Communications Plan  | Internal briefing and weekly check-in for all communication activities | Organisational Performance                                 | Unlikely        | Insignificant | LOW         | Low  |
| General negativity towards Shire's approach to managing waste                                    | Educate and inform about the current services in place                 | Reputation, loss of trust                                  | Possible        | Moderate      | Moderate    | Education about the services in place  |
| Residents providing uninformed opinions  | Education, ensuring residents are as best informed as possible         | Decision not in favour or residents / uninformed decisions | Possible        | Major         | HIGH        |  |

## **PART 3 – KEY MESSAGES**

| Audience                | Message   |
|-------------------------|---|
| Shire residents         | <p>Let's talk rubbish!</p> <p>Have your say on the future of the Waste Transfer Station, our bookable hard waste service, FOGO, and our green waste collections by:</p> <ul style="list-style-type: none"> <li>➤ Completing an online survey</li> <li>➤ Attending a pop-up event</li> <li>➤ Registering for a workshop</li> </ul> <p>To learn more and share your thoughts, visit:<br/><b><a href="https://yoursaysj.sjshire.wa.gov.au/yoursaysjwaste">yoursaysj.sjshire.wa.gov.au/yoursaysjwaste</a></b></p> <p>Community consultation closes DATE</p> |
| Shire Residents (Intro) | <p>We're reviewing our waste services to better serve you, and we need your input.</p> <p>Help us understand what matters to you.</p> <p>To learn more and have your say visit<br/><b><a href="https://yoursaysj.sjshire.wa.gov.au/yoursaysjwaste">yoursaysj.sjshire.wa.gov.au/yoursaysjwaste</a></b></p> <p>Community consultation closes DATE</p>   |
| Shire Residents         | <p>Let's talk rubbish!</p> <p>Have your say on Shire's waste services in the following ways:</p> <ul style="list-style-type: none"> <li>➤ Completing an online survey</li> <li>➤ Attending a pop-up event</li> <li>➤ Registering for a workshop</li> </ul> <p>To learn more and have your say visit<br/><b><a href="https://yoursaysj.sjshire.wa.gov.au/yoursaysjwaste">yoursaysj.sjshire.wa.gov.au/yoursaysjwaste</a></b></p> <p>Community consultation closes DATE</p>  |

# Communications Plan

## PART 4 – ACTIVITIES

| What  | Channel                   | Responsibility     | Due                      | Status        |
|---|---------------------------|--------------------|--------------------------|---------------|
| Communications/Engagement Plan approved                               | N/A                       | Kylie/Rike/Darrell | 30/8/2024                | Not approved  |
| Develop design assets   | N/A                       | Rike/Ferdi         | By 15/9/2024             | Not completed |
| Letter Drop to all households   | Mail                      | Rike/Kylie         | By First week of October | Not completed |
| Internal Comms Template for CS Staff                                  | Email                     | Rike               | 30/9/2024                | Not completed |
| Engagement Page (incl. FAQ, survey and timeline)                      | Website (Your Say SJ)     | Rike               | 30/09/2024               | Not completed |
| Email Councillors with info on engagement activities and key messages | Emails                    | Rike/Brian         | 30/09/2024               | Not completed |
| Pop up booth secured for engagement                                   | N/A                       | Rike               | 1/10/2024                | Not completed |
| Publish website banner  | Website                   | Rike               | 1/10/2024                | Not completed |
| Publish media release   | Website/Email             | Rike               | 1/10/2024                | Not completed |
| Inform staff of project and encourage to share                        | Grapevine                 | Rike/Darrell       | 1/10/2024                | Not completed |
| Publish email signature   | Email                     | Rike               | 1/10/2024                | Not completed |
| Social media post #1  | All Social media channels | Rike               | 1/10/2024                | Not completed |
| Create events pages   | Facebook/Humanitix        | Rike               | By 16 September          | Not completed |
| Social media post #2  | All Social media channels | Rike               | 3/10/2024                | Not completed |
| Social Media Ads  | Facebook and Instagram    | Rike               | 1/10/2024-15/11/2024     | Not completed |



# Communications Plan

| What   | Channel               | Responsibility               | Due                                  | Status        |
|--|-----------------------|------------------------------|--------------------------------------|---------------|
| Invite key stakeholders to attend community workshops etc. with website link and invite / encourage to share | Email                 | Jason (Community Activation) | By 7/10/2024                         | Not completed |
| Email advisory/working group members with website link and invite / encourage to share                       | Email                 | Paula/Bec                    | By 7/10/2024                         | Not completed |
| Email waste related community groups and the SJ CRC centre   | Email                 | Waste team                   | By 7/10/2024                         | Not completed |
| Email Seniors  | Email/Postal          | Community Activation         | By 7/10/2024                         | Not completed |
| Email previous participants, applicants and other interested parties with website link (Your Say database)   | Email                 | Rike                         | By 7/10/2024                         | Not completed |
| Email all Databases on Mailchimp   | E-Newsletter          | Rike/Jess                    | By 7/10/2024                         | Not completed |
| Distribute posters / flyers / coreflutes   | N/A                   | Waste team                   | By October 2024                      | Not completed |
| Newspaper advert booked and artwork supplied (publish dates fortnightly throughout campaign)                 | The Examiner          | Rike                         | 3,17,31 October and 14 November      | Not completed |
| Attend var. pop-up events / community engagement session   | N/A                   | Waste team                   | 1/10-15/11/2024                      | Not completed |
| Article in Shire eNewsletter (SJ Matters)  | eNewsletter           | Rike/Jess                    | Weekly throughout campaign (7 times) | Not completed |
| Live video/posts of popups   | At event post/Live    | Comms team                   | 1/10-15/11/2024                      | Not completed |
| Social media post #3   | Social media channels | Rike                         | 3 x weekly                           | Not completed |



# Communications Plan

| What  | Channel               | Responsibility   | Due           | Status        |
|---|-----------------------|------------------|---------------|---------------|
| Social media post #4  | Social media channels | Rike             | 3 x weekly    | Not completed |
| Social media post #5  | Social media channels | Rike             | 3 x weekly    | Not completed |
| Social media post #6  | Social media channels | Rike             | 3 x weekly    | Not completed |
| Social media post #7  | Social media channels | Rike             | 3 x weekly    | Not completed |
| Share good news story with Elected Members and encourage to share | Friday Facts          | Brian            | Mid-November  | Not completed |
| Campaign Evaluation   | Consultant            | Comms/Consultant | December      | Not completed |
| Report to Council   | Council Report        | Darrell          | February 2025 | Not completed |

## Distribution Plan:

A6 Postcards: 14,000 (12864 households)

A4 Posters: 100 – Distribute across businesses and facilities

A6 postcards (additional): 500 – Stakeholder distribution

A1 for Engagement Stall

Booths: (TBC) Options include Admin Building, Rec Centre and Library, the other flexible


Coreflute: 10 – A-frame Admin building, A-frame library, A-frame Rec Centre (contact YMCA to handle), the rest with eyelets to hand around fences, e.g. Bark Park, Clem Kentich Oval, Jarrahdale Bruno Gianatti, Percy's Park, the Ridge Park, Kalegandra, Bill Hicks Pavillion, Briggs Park, The Brook, Whitby Playground, Keysbrook

T-Shirts: One for each customer service officer and for waste team attending pop-ups



## Iap2 Public Participation Spectrum:

We recommend engaging with our community through active *involvement* and *collaboration*. By working together, we can ensure that residents have a meaningful role in the decision-making process, leading to more informed and suitable outcomes.

| INCREASING IMPACT ON THE DECISION  |  |  |   |   |  |
|--|--|--|---|---|--|
|  | INFORM   | CONSULT  | INVOLVE   | COLLABORATE   | EMPOWER  |
| PUBLIC PARTICIPATION GOAL  | To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or 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 the identification of the preferred solution.                     | To place final decision making in the hands of the public. |
| PROMISE TO THE PUBLIC  | We will keep you informed.   | We will keep you informed, listen to and acknowledge concerns and 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. | We will implement what you decide.                         |

© IAP2 International Federation 2018. All rights reserved. 20181112\_v1

