



# COMMUNITY ENGAGEMENT POLICY

<b>Responsible Directorate</b>	Office of the CEO
<b>Responsible Section</b>	Office of the CEO
<b>Responsible Officer</b>	Manager Strategy and Communications

## OBJECTIVE:

The aim of this Policy is to outline the Town of Cambridge's commitment to appropriate, genuine and inclusive community engagement. This Policy provides guidance on the delivery of engagement by the Town to inform decision making and strengthen community outcomes.

## SCOPE:

This policy applies to all Directorates of the Town of Cambridge.

## POLICY STATEMENT:

The Town of Cambridge is a customer-oriented local government, which places its community first and recognises their right to contribute to the decision-making process through genuine engagement. The Town will endeavour to involve the community wherever practical in the decision-making process through well planned and quality engagement.

This Policy is built upon a set of principles designed to reflect the quality of engagement set by Council. These principles will guide the planning, implementation, decision making, and evaluation of community engagement processes undertaken by the Town.

### Purposeful

- The engagement scope is appropriate to the context.
- The engagement contributes to more informed decision making.

### Inclusive

- The community is provided with information to help them to participate in a meaningful way.
- The timelines and methods support the participation of the identified community and stakeholders.

### Transparent

- The engagement purpose and process are clearly communicated early in the project.
- Engagement outcomes are clearly communicated at the end of the project.

### Meaningful

- The engagement process enables a broad range of views to be expressed in a fair and open way.
- Resourcing of engagement supports the overall process quality.

### Respectful

- Questions, concerns and issues are responded to in a respectful and timely way.
- The process matches the level of influence promised and the outcomes are communicated to the community.

**ENGAGEMENT FRAMEWORK**

When planning a community engagement process, the Town will utilise the Community Engagement Framework, tools and templates to determine at which levels they will engage and the most appropriate process and methods to use. This will also take in to account any constraints and other informing technical or other information relevant to the decision to be made.

There is no 'one-size fits all' approach to community engagement activities. A variety of methods will be required to cater for the different purposes of engagement as well as the broad range of groups and individuals in the community.

**BENEFITS OF ENGAGEMENT**

Applying planned, appropriate engagement provides many benefits to the community and the Town, including:

- Improving the outcomes of projects, policies, services and initiatives.
- Building stronger relationships between the Town and community, and greater trust in the Town.
- Providing Council with greater confidence in their decision making and building community acceptance of the decisions being made.

**DEFINITION**

**Engagement** - The International Association for Public Participation (IAP2), an international leader in community engagement, defines community engagement as:

*“An intentional process with the purpose of working in inclusive and respectful ways to shape decisions, actions, impacts or change”.*

Engagement can be formal or informal, direct or indirect, within the organisation or with the community.

Document Control				
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