

Title: Community Consultation
Policy No: 65
Responsibility: Chief Executive Officer

Version	Decision Number	Decision Date	History
1	17\1228	25/02/97	Adopted
2	19\266	10/08/04	Amended – 2nd dot point added – Version 2
3	19\4604	12/06/07	Reviewed and Amended
4			

Darwin City Council will engage in a program of community consultation whenever change that will affect peoples environment, or service delivery expectations, is to occur.

PROCEDURE

- Council’s strategy for consultation involves the concept that:
 - Consultation provides opportunities for the public and interested groups to provide information which is important for the planning and managing of Council services. Consultation involves a two way communication process where Council provides consultation opportunities as well as feedback to participants on how their information has been considered. Whilst consultation may involve public awareness programs, public awareness programs are not consultation.
 - The ‘Consultation’ trigger within Council’s reporting format be changed to identify those with whom the current report has been discussed and those who should be consulted and stated as ‘STAKEHOLDERS CONSULTED’ and ‘STAKEHOLDERS TO BE CONSULTED’.
- Consultation plans be developed by officers responsible for projects affecting the community.
- The Public Affairs Unit be consulted on all public consultation plans beyond level 1 Issues.
- The development of budgets include the requirement for consultation.
- The following Consultation Flowchart be used as guide

DARWIN CITY COUNCIL

Aldermen/Council Officers

Issues identified with Council

Development of Consultation
Plan and budget

Identification of Responsible
Officer

All elements of Plan considered

Consideration of community
views together with other inputs

Final Plan developed
incorporating response of
community

Recommendations considered by
Council

COMMUNITY

Information Provision

Information Gathering

Feedback on issues considered

Response to feedback

Information on final plan

Community informed of Council
decision

Council's public consultation strategy will incorporate the following -

- The use of the four levels of public awareness campaigns listed in the procedure below as a guide when undertaking public consultation or public relations campaigns.
- The continued use of community participation on Advisory Committees with Council providing clear terms of reference, a Council officer to facilitate administrative and organisation support, a concrete connection to a Council Committee or Council, a time limit (where appropriate) to complete the task and feedback from Council to the Advisory Committee on completion of the work.
- Open forum public question times immediately prior to each Ordinary Council Meeting.
- A mix of public phone-ins (hotlines), questionnaires and professional surveys, as appropriate, be used to assist in the assessment of community attitudes and opinions.
- Information packages consisting of information sheets, brochures and pamphlets be used as appropriate to assist in the public consultation process.
- User-friendly letters, newsletters, letterbox drops, presentation evenings, forums, information displays and booths, public meetings, media interaction and contact with community groups and schools all to be used as appropriate to facilitate public consultation.

A public awareness campaign needs to be carefully defined before commencement. The goal, the target audience, the information to be delivered and the desired result needs to be clearly stated at the outset if the campaign is to be effective.

Four levels of public awareness campaigns are defined in this procedure as a guide to Council. There will be times when "mixing and matching" between levels will be appropriate.

LEVEL 1
NO DIRECT COST

- Community Radio Notices.
- Notices is the local and relevant (and very targeted community halls, shops and other appropriate outlets.)
- Staff delivered letter drop.
- Use of DCC Information Sheets.
- Use of DCC A5 'Have your Say' series.
- Media Releases as appropriate.

This level campaign would be most appropriate for localised works eg footpaths, roads, playgrounds etc. depending on the size of the area. Whilst it might be appropriate for a small park and surrounds, or a small street, upgrading to level two might be considered, eg for several streets in the area.

LEVEL 2
INDICATIVE COST: \$1,000

2 X \$300 advertisements in the NT News or 4 x \$150 or as appropriate	\$600.00
Public Meeting and display	\$300.00
Computer Artwork	\$100.00
Use of DCC Information Sheets	
Use of DCC A5 'Have your Say' series	
Radio Community Notices	
Media Releases as appropriate	
	\$1,000.00

This level campaign would be appropriate for general community contact at a basic level. It could be used for a park development in a local area, for a section of cycleway or extended footpath or roadwork.

LEVEL 3

INDICATIVE COST: \$5,000

4 x \$300 advertisements NT News or 8 x \$150 or as appropriate 20,000 brochures (enough for the municipality plus 3,000 for general distribution)	\$1,200.00
Printing	\$2,000.00
Delivery	\$1,200.00
Public Meetings/Display	\$500.00
Computerised Artwork	\$100.00
Community Notices, Radio	
DCC Information Sheets	
DCC A 'Have your Say' series	
Media Releases as appropriate	
	\$5,000.00

This level would be appropriate to introduce new garbage services, to push awareness regarding East Point Reserve Management, to provide lead-ups and opportunities for feedback and community input/exchange etc.

LEVEL 4

INDICATIVE COST: \$10,000

Basic TV advertisement/announcement (One week's coverage)	\$1,500.00
Radio Advertising - 2 week's campaign	\$1,500.00
Marketing Services Questionnaire \$750 per question/2 questions (or an extra week's TV advertising)	\$1,500.00
4 x \$300 advertisements NT News or 8 x \$150 or as appropriate	\$1,200.00
20,000 brochures (enough for the municipality plus 3,000 for general distribution)	
Printing	\$2,000.00
Delivery	\$1,200.00
Public Meetings/Display	\$1,000.00
Computerised Artwork	\$100.00
Community Notices, Radio	
DCC Information Sheets	
DCC A 'Have Your Say' series	
	\$10,000.00

COMMUNITY CONSULTATION MANUAL

The Council has developed a “Community Consultation Manual” and staff are encouraged to refer to and make use of all or parts of the manual.