

Moeraki Council

Significance and Engagement Policy Engagement Plan

Project description and background

The Local Government Act requires council to adopt a Significance and Engagement Policy that sets out how:

- council will determine the significance of proposals and decisions relating to issues, assets and other matters
- significance will be assessed
- the community's preferences about engagement will be carried out
- council will engage with communities.

Council is also required by the Act to undertake consultation with the community on the development of its Significance and Engagement Policy.

The significance and engagement policy sets out the approach, criteria and procedures to be followed by the council in relation to its decisions, their degree of significance and the engagement processes to be implemented in each particular case.

Engagement objectives

The purpose of the engagement is to obtain the community's view of:

- how well the proposed policy meets council's statutory obligation
- whether the draft policy is clear, unambiguous and easy to understand
- what, if any, changes people would like considered before the draft policy's adoption.

Timeframe and completion date

The period of community engagement will be a minimum of four weeks, followed by analysis and reporting back to council, subsequent amendment (if required) and final adoption.

Key project stages	Completion date
Draft policy developed	30 January
Draft policy approved for community engagement	15 February
Community engagement	30 March
Analysis of community views	30 April
Report to council	15 May
Amendment of draft policy	30 May
Amended draft released for community feedback	30 June
Analysis of feedback and report to council	15 July
Report considered by council, final amendments made, policy adopted	30 July
Policy published	1 August

Communities to be engaged with

- The entire Moeraki Council community
- Adjoining councils
- Government agencies
- Local government organisations

Engagement tools and techniques to be used

Engagement Spectrum position desired: Involve

The goal is to work directly communities throughout the process to ensure that their concerns and aspirations are consistently understood and considered.

Community group or stakeholder	How this group will be engaged
Moeraki community	<ul style="list-style-type: none"> – Fact sheets – Web sites – Social media – Online engagement tools – Surveys – Focus groups – Public meetings
Adjoining councils	<ul style="list-style-type: none"> – Fact sheets – Web sites – Briefings
Government agencies	<ul style="list-style-type: none"> – Fact sheets – Web sites – Briefings
Local government organisations	<ul style="list-style-type: none"> – Fact sheets – Web sites – Briefings
Maori – Mana Whenua	<ul style="list-style-type: none"> – Hui with Iwi and Hapu

Resources needed to complete the engagement

Task	Cost	Staff requirements
Fact sheets	\$3,000.00	Corporate policy and communications
Web sites	\$5,000.00	Communications and ICT
Social media	\$500.00	Communications
Online engagement tools	\$5,000.00	Corporate policy and communications
Surveys	\$10,000.00	Corporate policy
Focus groups	\$10,000.00	Corporate policy
Public meetings	\$2,000.00	Councillors, senior managers, corporate policy

Communication planning

Key messages

- Council is committed to ensuring high levels of trust and transparency are built and maintained with the Moeraki community
- Council seeks to ensure compliance with legal requirements, as a minimum
- This policy is important because it creates a framework for connection when decisions are being made
- It's important. Tell us what you think.

Reputation risks

- Communities don't believe that they've been heard, and social capital is eroded
- Decisions becoming controversial, time-consuming and more expensive through failure to implement the policy correctly.

Basis of assessment and feedback to the communities involved

Having analysed the community input, council officers will prepare a report covering community views and changes requested showing how such changes will affect the draft policy which will then be referred to council for consideration.

The feedback to the communities will come after council has considered the communities views and amended the draft policy which will then be available for comment prior to final adoption.

The reports availability will be promoted and made available as a download from council websites and as printed copies from council facilities.

Project team roles and responsibilities

Team member	Role and responsibilities
Doug Gravel (CEO)	Project sponsor
Sandy Beaches (Corporate Policy Manager)	Project leader
Rocky Rhodes (Communications Manager)	External messaging, media monitoring (including social media)
Dolly Lobb (ICT Manager)	IT needs, including web and social media resourcing