



Moreland
City Council

Imagine Moreland 2021 Engagement Program

Community vision and corporate plans

The engagement program will run from January to October 2021 with deliberative engagement taking place between March and June 2021



Context

The City of Moreland is home to approximately 185,000 people. Nearly a third of Moreland's residents were born overseas and over 40% speak a language other than English at home. Our population is expected to grow by around 32,000 people by 2036.

In 2021 Moreland Council will collaborate with the community to prepare a Long-term Community Vision, 4-year Council Plan (including the Municipal Public Health and Wellbeing Plan), 4-year Council Budget, Long-term Financial Plan and Long-term Asset Plan. For the first time, our community health and wellbeing plan will be part of our four-year council plan.

Purpose

The purpose of this project is to plan our priorities for the next 4-years and into the longer-term to make Moreland the best that it can be.

We want to work with our community to shape the future of our city so we will be hosting an extensive community engagement program in 2021 that includes deliberative engagement.

Deliberative engagement means providing our community with sufficient time and information to enable their critical reasoning, and consideration of options as part of a decision-making process.



What is our community's shared vision for Moreland?



What should Council prioritise for the next 4 years and the longer term?



How do we as a community move forward stronger?

Level of Influence

We will engage our community at the level of 'collaborate' as outlined in the International Association of Public Participation(IAP2) spectrum. This means:

- We commit to partnering with our community in each aspect of the decision including the development of alternatives and the identification of the preferred solution.
- We will look to our community for advice in formulating solutions and incorporate your advice and recommendations into decision-making to the maximum possible extent.

The community can influence:

- Identifying priorities for services, programs and infrastructure, supported by evidence.
- Identify initiatives and methods to address community priorities.
- The timing of projects, for example, prioritising COVID recovery projects.

The community can't influence:

- Legislative and legal requirements.
- Urgent and essential projects.
- Rate capping requirements.
- Operational or administrative arrangements e.g. employment matters

Engagement Objectives

Engagement Objective

Measure of Success



2021 Engagement Plan represents the wider community.

- A welcoming public engagement process is conducted
- Diverse communities are identified and encouraged to participate
- Community input is recorded accurately
- Range of engagement activities held
- Barriers to participation are removed or steps are taken to overcome them
- 75% of identified target groups are represented in the process



To build trust and strengthen relationships with the community and key stakeholders.

- An engagement program is developed and made public
- Range of communication methods used to invite participation
- At least 75% of participants surveyed say the engagement process was genuine and meaningful



To provide an open and transparent process that builds understanding and acceptance of the process and outcome.

- An engagement program is developed which identifies and engages key stakeholders
- Regular communication with stakeholders
- At least 75% of participants surveyed are satisfied that the engagement process was genuine and meaningful



The community feels a sense of ownership and connection to the Community Vision.

- At least 75% of participants surveyed are satisfied with the outcome of the process

People

Category

Important Stakeholders

Group / Cohort

- Residents and ratepayers
- Local businesses and traders within Moreland
- People who use Council services and facilities
- Committees, Agencies and Organisations
- Community groups
- Culturally and linguistically diverse people
- Aboriginal and Torres Strait Islander people
- Traditional owners
- People of different faiths
- LGBTIQ+ people
- People with disability
- Children and young people
- Older People
- People with caregiving responsibilities
- Visitors to Moreland
- Local MPs
- Council executives and staff

Moreland Council promises to



Work with our diverse community leaders and partners to reach as many people as possible.



Create meaningful participation for our community



Encourage participation by sharing accurate, timely, plain language information.



Listen to what people say and record all feedback.



Report back on what we have heard.



Include community voices to develop our Community Vision and corporate plans to the greatest possible extent.



Identify where we can't incorporate a community recommendation and clearly explain why.



Let our community know how their involvement has influenced council decision-making.



Work with our community to deliver our shared vision and corporate plans.

Draft Roadmap

Timeline	Engagement			
	Wider engagement	Deliberation		Launch
	January - March 2021	March - May 2021	May - June 2021	October 2021 onwards
	Stage 1 Launch wider engagement program	Stage 2 Deliberative engagement on the Community Vision, Council Plan and Council budget	Stage 3 Deliberative engagement on the 10-year Asset Plan and 10-year Finance Plan	Building community ownership (launch event)
Purpose	Create interest and excitement in the project and encourage participation	To make sense of the information received through stage 1 engagement in a systematic method, whilst engaging a cross-section of the community in deliberation towards a common vision and priorities for the municipality	Make sense of Stage 2 engagement in a systematic method, whilst engaging a cross-section of the community to inform priorities of the 10-year Asset Plan and 10-year Finance Plan	To invite interest in working with the Council to deliver actions to achieve the Community Vision
Activities	<ul style="list-style-type: none"> • Online engagement • Collection of stories and photos • Community pop-up events • Targeted CALD engagement • Conversations with diverse communities • Conversations with partners and stakeholders 	<ul style="list-style-type: none"> • Community Intelligence Workshops to meet and work through focus topics • Targeted discussions (as required) to fill in gaps in knowledge and understanding 	<ul style="list-style-type: none"> • Community Intelligence Workshops to meet and work through focus topics • Targeted discussions (as required) to fill in gaps in knowledge and understanding 	<ul style="list-style-type: none"> • Online engagement • New partnership groups established • Mayoral event to celebrate the process and outcomes of the project