



[ OBJECTIVE ]

## *Participation*

### **ENGAGEMENT AND ADVOCACY**

Engage meaningfully and advocate for the broader interest of the community.



[illegible]





[ POLICY CONTEXT ]

*‘Participation’* is about how people get involved in the community and community activities, how they have a say on issues important to them, and how Council listens to and involves people in decision making and planning. ‘Participation’ also involves Council advocating with and on behalf of the community on issues out of Council’s direct control. Supporting ‘Participation’ is central to good governance.





*“It’s great to see so many community initiatives and projects that are improving the quality of life for all those who call Banyule home. We do have some major challenges with population growth that we are working hard to address and our Council Plan ensures we keep a clear focus on improving services, libraries, parks, sporting facilities and achieving better environmental and social outcomes. Transport is the biggest issue we face and it is vital that the proposed North East Link completes the orbital ring-road and should not be built through Banyule. We also need immediate solutions for Rosanna Road. These are some of the key advocacy items that Council has on its agenda.” Cr Tom Melican*

We will engage meaningfully and advocate for the broader interest of the community through the following key directions:

- 4.1 Engage meaningfully with our community and encourage participation**
- 4.2 Advocate for our community**
- 4.3 Communicate effectively with our community**



## 4.1

### Engage meaningfully with our community and encourage participation

#### Our focus areas

We will:

- 4.1.1 Increase engagement with our community and draw on their strength, skills and knowledge to address local challenges and opportunities**
- 4.1.2 Provide a range of inclusive opportunities for people to participate in engagement**
- 4.1.3 Enhance our relationship and work in respectful partnership with the traditional custodians of Banyule, the Wurundjeri people, identified elders and other Aboriginal and Torres Strait Islanders**
- 4.1.4 Show how community input has helped shape our decisions and direction.**

#### Key Initiatives

- Co-ordinate and deliver Community Development and local RSL grant programs.
- Strengthen the delivery of early years, youth and family services through community partnerships.

- Work with young people in order to build their capacity to participate and meaningfully engage in decision making in the local community, celebrate and highlight positive youth culture.
- Work collaboratively with local service providers and the community to facilitate better outcomes for older people in Banyule (eg Age-friendly Advisory Committee and the Banyule Aged Service Network).
- Support older residents through the Age-friendly Champion Program to be active participants in the process of planning and implementing actions which will enable people to stay connected to their community as they age.
- Lead, support and improve Council's community engagement and consultation processes to ensure that the views and needs of the community are reflected in Council's prioritisation and service delivery (including technology opportunities).
- Review the current Community engagement policy and guidelines to continually improve our best practice approaches and ensure compliance with the revised Local Government Act.
- Implement the Aboriginal and Torres Strait Islander Plan, which reflects Council's stated commitment to Indigenous Australians and current community aspirations.
- Provide and promote services and opportunities that are available for Aboriginal and Torres Strait Islanders across the municipality.





- Continue to plan and deliver Banyule's Youth Services consultation and partnership initiatives, including:
  - Youth Summit
  - YouthFest.
- Continue to implement Council's Inclusion, Access and Equity Framework (IAEF) and associated plans for:
  - Aboriginal and Torres Strait Islander Plan
  - Disability and Inclusion Plan
  - LGBTI (Lesbian, Gay, Bi-sexual, Transgender and Intersex) Plan
  - Multicultural Plan.
- Support Council's Advisory Committees to enable broader participation in Council's planning processes.

### *What you said:*

*"I was impressed to have a focus group interview at our Japanese Playgroup last year, we felt that our views were valued and mattered to our community."*

Feedback from community member

## 4.2

### Advocate for our community

#### Our focus areas

We will:

**4.2.1 Work in partnership with community, groups, local agencies and different levels of government to advocate for improved services, infrastructure, environmental and social outcomes**

**4.2.2 Work with the community to identify and plan for key advocacy issues**

**4.2.3 Pursue appropriate and sustainable funding and service arrangements with state and federal government to minimise cost shifting.**

#### Key Initiatives

- Actively participate in the review of the *Local Government Act 1989*.
- Represent to our community the effects of cost shifting from other levels of government and its impact on Banyule.

## Key directions for achieving our participation objective:

- Develop partnerships with State and Federal Government, key commercial and community organisations, to seek funding for the development of programs, services and facilities.
- Engage with the community to identify and progress key advocacy priorities that represent community needs, including:
  - Ivanhoe Library and Cultural Hub – funding for construction.
  - North East Link
  - LXRA – Social Enterprise café as part of the Rosanna Station redevelopment.
  - Olympic Park Master Plan – funding for stage one works at Olympic Park.
  - Permanent Mandatory Heights for Ivanhoe – introduction of permanent height controls within the Ivanhoe Activity Centre
  - Northern Regional Trails Strategy – Partnership approach with 5 other councils seeking funding across the councils for trail improvements.
- Advocate and negotiate for the best outcomes for our community in response to the State Government's proposed North-East Link project, including:
  - Address the project's potential impacts on Banyule, how the route best fulfils its function as a ring road and implications on local traffic
  - Resolve the traffic problems on Rosanna Road
  - Pursue required complementary infrastructure projects such as:
    - Duplication of the Hurstbridge Railway Line, Transport Interchange at Greensborough, and improved bus services
    - Cycling corridors and increased shared trail opportunities
    - Pedestrian access upgrade to public transport.
- Consider key issues raised by Council's Advisory Committees to inform prioritised advocacy efforts.
- Advocate to other levels of government for funding towards the growing demand for playgroups in Banyule.
- Work with our community and other levels of government to pursue opportunities for women to participate in sport.
- Continue advocacy efforts to address problem gambling.
- Support the work of the Banyule Nillumbik Youth Services Network (BNYSN) and other key strategic collaborative networks to improve services for young people.
- Continue to advocate to Government and key organisations for improved outcomes for people in Banyule who are aged or have a disability.

- Continue to advocate to government agencies for the appropriate upkeep of non-council owned open space including: Parks Victoria land, Vic Roads reserves, and Melbourne Water reserves.

## 4.3

### Communicate effectively with our community

#### Our focus areas

We will:

#### 4.3.1 Improve the reach, impact and responsiveness of our communications

#### 4.3.2 Provide transparent and timely information about Council.

#### Key Initiatives

- Finalise the development of a new Communications Strategy incorporating a digital communications plan.
- Continue development of Council's website and digital communications, including:
  - Council's social media presence
  - Community Engagement through our web based portal 'Shaping Banyule'.
- Further develop communication and promotion strategies for specific services and projects, including:
  - Improve marketing and promotion of programs and services that support Banyule in being an Age-friendly city
  - Improve communication of major projects, services and events to inform the community about what we are doing and how we are doing it.
- Communicate environmental achievements through internal and external publications and presentations.
- Continue to explore and utilise existing and emerging technologies to maximise the reach, impact and responsiveness of our communications.
- Investigate and identify agreed avenues, approaches and standards for recording and communicating consultation findings back to the community.

#### STRATEGIC INDICATORS

How we will measure our performance against this objective is detailed in Appendix A - Strategic Indicators.



## SUPPORTING PLANS

This objective is also supported by a range of current plans.

- Banyule Community Charter
- Banyule Corporate Communications Plan
- Youth and Family Services Citizenship Framework (inc Youth Charter)
- Banyule Community Engagement Framework
- The majority of Council's strategic plans include priorities and specific actions related to advocacy.

### *What you said:*

*"Better promotion of Council activities and easy access to this information."*

Feedback from community member

## Supporting Plans

This objective is also supported by a range of current plans.

