



PROTECTING THE DIVERSITY AND RICHNESS OF THE SUNSHINE COAST REGION BEYOND ITS ECONOMIC VALUE

Increasing the effectiveness of community engagement

21 March 2016

WELCOME

Ms Sandy Zubrinich
Chair Sunshine Coast Business Council

RULES OF THE THINK TANK SESSIONS

- **PROVOKE INFORMED, THOUGHTFUL AND UNBIAS DISCUSSION**
- **DON'T LET OUR PROFESSIONAL ENVIRONMENT CONSTRAIN OUR CONTRIBUTION TO DISCUSSION**
- **DON'T ENGAGE IN SOAP BOX DIALOGUE – THIS IS ABOUT IMPROVING THE FUTURE**
- **WE CAN STOP ANYTIME WE THINK DISCUSSION IS NOT PRODUCTIVE**

OBJECTIVES FOR TODAY

- Being open to thought leaders research and experience
- Listening to all points of view
- **Your responsibility TODAY. . . is to think about how we turn community engagement in to a strength for this region where all stakeholders benefit**
= BUILD SHARED BENEFIT

LEADERSHIP IS UNDER PRESSURE

Some thoughts from leadership publications . . .

- **The world is changing and leadership needs to change with it.**
- **Leadership is the capacity to get things done, a skill that can be improved like any other.**
- **Does the moral framing of leadership substantially over simplify the real complexity of the dilemmas and choices leaders confront?**
- **Are leaders too willing to do what was necessary to achieve their objectives?**
- **Do leaders sometimes dissemble and engage in strategic misrepresentation, not always disclosing their full agendas and plans, in part to avoid provoking opposition**
- **Human beings are complex and multidimensional, so not only do bad people do good things and vice versa but the whole idea of good and bad can also be problematic when you consider the dilemmas leaders face deciding whether the ends justify the means.**

COMMUNITY ENGAGEMENT IS CHANGING

This week . . .

- **Pope Francis joined Instagram**
- **University of Sydney research on human brain – can it cope . . .**
 - *Reportedly 2 million people WW using dating sites*
 - *Swiping through multiple photos, many faces in less than a second*
 - *Too short a period of time for the brain to comprehend, info being compressed or brain making decisions by referencing the past*
 - *Brains thinking systems probably can't keep up and we are probably loosing a lot of information . . .*
 - *Likely to be happening in many parts of our lives*

TODAY' FOCUS

- **The first meeting established a baseline for our discussions in terms of –**
 - Engagement and democracy
 - Best practice and trends in engagement
- **Today we are covering what constitutes effective community engagement and leadership from various perspectives –**
 - Special interest groups
 - Both SC region councils
 - Academics
 - Media practitioners
- **We will be starting to think about what is working and what isn't**

WHAT REPRESENTS EFFECTIVE PUBLIC CONSULTATION & HOW IS IT WORKING IN SC

MS NARELLE McCARTHY

Sunshine Coast Environmental Council

WHAT REPRESENTS EFFECTIVE PUBLIC CONSULTATION & HOW IS IT WORKING IN SC

John Hare
Development Watch

BENEFITS OF EFFECTIVE COMMUNITY ENGAGEMENT TO REGIONAL COUNCILS

MR MATTHEW STEVENSON
Sunshine Coast Council

MS DEBRA BAMBROOK
Noosa Council



SC Business Council

Benefits of effective community engagement

21 March 2016

“An ongoing dialogue with our community to identify civic issues and opportunities, assist with planning and inform decision making”

Sunshine Coast Council

STRATEGIC POLICY
COMMUNITY ENGAGEMENT

Corporate Plan Reference:

Endorsed by Council on:

Policy Owner and Department:

POLICY PURPOSE
To provide direction for Council's

DEFINITION
Council defines community engagement as
an ongoing dialogue with the community to identify civic issues and opportunities, assist with planning and inform decision making

POLICY OUTCOME
Communities partnering with Council

POLICY SCOPE
This policy applies to all facets of Council's financial planning and our day to day operations. It defines the principles underpinning community engagement with the community, and the purpose of why Council engages with the community.

ENGAGEMENT PRINCIPLES
Council has decided to take a participatory approach provides consistency, transparency and accountability requirements under the new Queensland Local Government Act 2009. The purpose of why Council engages with the community is to:




Department of State Development, Infrastructure and Planning

14/14

Local planning

ment Act 2009

2015

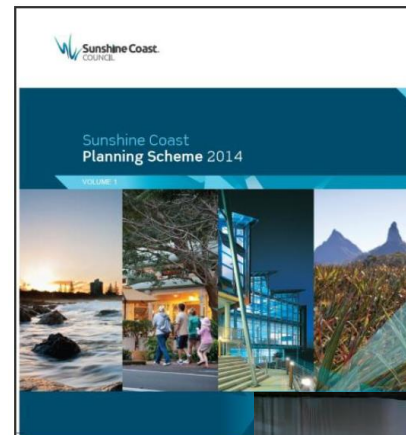
one of the process for
scheme policy
ng instrument
09






Case study – Sunshine Coast Planning Scheme 2014

- Comprehensive consultation
- Statement of Proposals – sets the broad framework
- Roadshows, advertising, individual meetings, mail outs, stakeholder meetings, permanent staffed display, website
- Approx 2,800 submissions

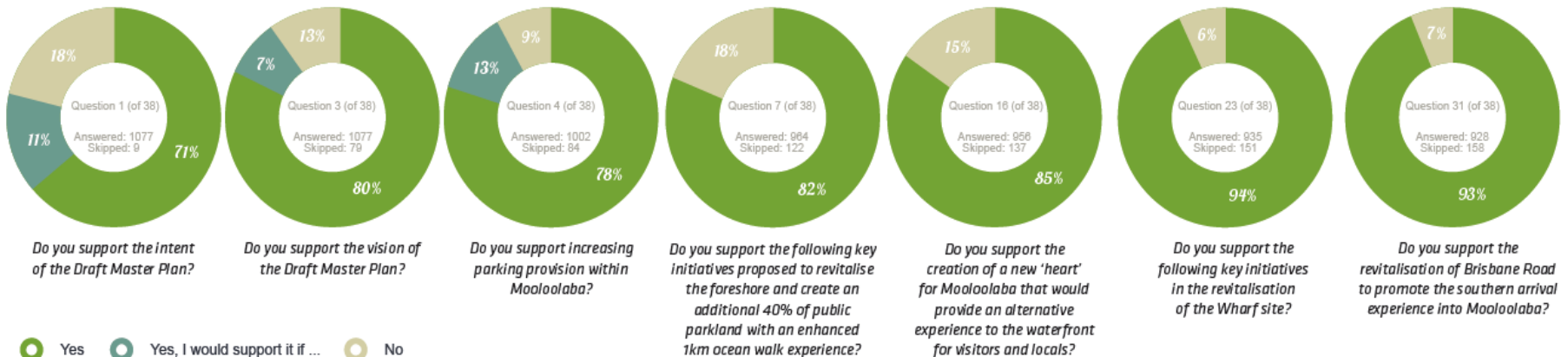


Case study – Place Making Mooloolaba Master Plan

Engagement Activities

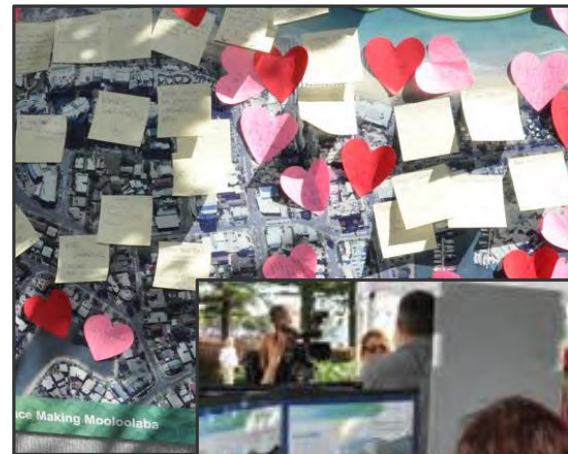


Key Results from the Phase 2 Survey



Benefits of effective community engagement

- Informed decision making:
 - Local knowledge input
 - Flesh out issues rather than yes/no propositions
 - Confidence for decision makers
- Ownership
- Longevity



LEADERSHIP FOR THE GREATER GOOD

MS DEBRA BAMBROOK
Noosa Council

LEADERSHIP FOR THE GREATER GOOD

DR SAM WILSON
The Swinburne Leadership Institute

Presentation not released at this stage

BREAK FOR 5 MINS

MEDIA'S RESPONSIBILITY IN FACTUALLY INFORMING PUBLIC DEBATE

MS HELEN PERRY – Fresh PR (facilitator)

Ms Rosanna Natoli – University of Sunshine Coast

Ms Jenna Cairney – Sunshine Coast Daily

Ms Bianca Clare - ABC

Assoc. Prof. Leo Bowman – Queensland University Technology

MEDIA'S RESPONSIBILITY IN FACTUALLY INFORMING PUBLIC DEBATE

Role of media -

- **INFORM** communities - stories that distinguish between fact & opinion
- **REPORT** back on public opinion
- **PROVOKE** public discussion
- **ALERT** and mobilise communities

The following media speakers will cover –

- What journalists are trained
- How training translates in the operating environment
- Three perspectives - Print, radio and TV

MEDIA'S RESPONSIBILITY IN FACTUALLY INFORMING PUBLIC DEBATE

MS ROSANNA NATOLI

**Associate Lecturer in Journalism USC
Channel 7**

MEDIA'S RESPONSIBILITY IN FACTUALLY INFORMING PUBLIC DEBATE

MS JENNA CAIRNEY
Editor Sunshine Coast Daily

MEDIA'S RESPONSIBILITY IN FACTUALLY INFORMING PUBLIC DEBATE

MS BIANCA CLARE
ABC Radio

MEDIA'S RESPONSIBILITY IN FACTUALLY INFORMING PUBLIC DEBATE

ASSOC. PROF. LEO BOWMAN

**Head of Journalism Media and Communications
Queensland University of Technology**

WHAT THE MEDIA NEEDS FROM US

- Newsworthy stories that have **ALL** the information
 - Clear pitch / angle
 - Interviewee contact details
 - Facts and figures to be references
 - Relationships
 - Regular updates

WHAT NEEDS TO CHANGE?

MR NATHAN WILLIAMS
ARTICULOUS COMMUNICATIONS

GENERAL DISCUSSION

QUESTIONS / NEXT STEP

GET THE BASICS RIGHT

The message

Clear and to the point

Well structured

Addresses the contentious points

Supported by data / facts / evidence

Supported by references / sources

The speaker

Believable and genuine

Consistent and on topic

Able to explain any change of position

Able to go in to detail (depth)

No clichés or motherhood statements

Don't withhold basic information

Thank You