

DISTRICT COUNCIL  
OF ROBE

# DRAFT STRATEGIC PLAN 2024-2028

## COMMUNITY ENGAGEMENT STRATEGY

APRIL 2024

District Council of  
**ROBE**





# PROJECT BACKGROUND

Our Strategic Plan 2024 -2028 (The Plan) provides an opportunity to reflect on our strengths and community aspirations, reassess strategic directions over the next 10 years or so, and develop actions and deliverables for the community of Robe over the next four years.

Section 122 of the Local Government Act 1999 requires all councils to have Strategic Management Plans. The Strategic Plan will coincide with the Long Term Financial Plan and Asset Management Plans.

- The Plan comprises of 6 strategic directions;
- Plan for Liveability
- Grow Robe's Entrepreneurial Spirit and Economy
- Promote Robe's History and Heritage
- Protect our Natural Environment and Coastline
- Enhance Robe's Appearance and Function
- Council's Organisational Response

The Plan identifies key issues and projects which will provide for a range of services and facilities while ensuring the ongoing sustainability and prosperity of Robe.

It also includes Council's aspirations and vision for the Robe community.

**Nat Traeger**  
**Chief Executive Officer**





# COMMUNITY ENGAGEMENT STRATEGY - OBJECTIVES

The Community Engagement Strategy (this document) has been prepared to provide engagement activities planned to inform and consult with the community, businesses, residents, and key stakeholders, as well as an internal communication guide for staff.

This strategy aims to create and maintain good relationships and effective engagement with our community and key stakeholders. It will act as a guide for consultation and engagement across the community.

# WHY DO WE NEED TO ENGAGE?

For Council, it provides the opportunity to:

- understand varied points of view,
- understand the impact of the project to key stakeholders
- gather comprehensive information, and
- make informed decisions on behalf of the community
- meet legislative requirements.

It also increases community understanding of this complex issue, improves transparency and accountability, and helps build trust within the community and with others.

Community involvement in decision making will result in greater confidence in Council and responsible decision making. We will aim to listen and respond to your views in a balanced way, taking account of all submissions, feedback, and opinions.

# HOW WILL WE ENGAGE?

To ensure Council are making informed and balanced decisions on behalf of the community, we propose to engage members of the community in various ways.

We will ensure multiple community workshops to give community the best opportunity to provide feedback for our strategic plan.

We will also proactively use social media (Facebook) to engage with the community. Facebook provides opportunities to engage in meaningful, two-way communication with the broader community.

Submissions and feedback can be lodged through the following ways:

Email:	<a href="mailto:council@robe.sa.gov.au">council@robe.sa.gov.au</a>
Website submission:	Simple submission forms will be available on our website
In writing:	Submission forms will be available at the Council office
In person:	Engagement sessions as scheduled in the community engagement table on Page 5 of this document and private appointments with the CEO
Consultation period:	12 April - 3 May 2024 5.00 pm





## KEY CHANNELS

### Social Media

- Facebook

### Print

- Newsletter
- Media Release
- Fact Sheets/Flyers
- Newspaper circulating in the local area

### On-Line

- Council website
- Newsletter

## WHO WILL WE ENGAGE?

- Ratepayers
- Relevant community groups
- Impacted state government agencies
- Media
- Influential decision makers, i.e. members of parliament





## OUR ENGAGEMENT GOAL

To work directly with our stakeholders, businesses, and community throughout the process to ensure your concerns and aspirations are consistently understood and considered.

## OUR ENGAGEMENT PROMISE

We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.



# COMMUNITY ENGAGEMENT TIMETABLE

Current as at 4/4/2024

By When	Action	Channel	Who	Status
2023	Robe 2050 Key Findings 400 survey participants	Council Website Facebook Newsletter	CEO	Complete
7 March 2024	Community Planning Day	In Person	CEO	Complete
12 April 2024	Draft Strategic Plan 2024-2028 – available for viewing on District Council of Robe Website, available in hard copy – Council Office and Robe Public Library and Visitor Information Centre	In Council and Visitor Information Centre Online Website Facebook Newsletter	Jeff Tate Consulting and Planning Futures CEO CRO	
12 April 2024	Public Consultation Media Advertisement	Accessible media outlet	CRO	
19 April 2024	Letter Box Flyer to community	In post and hard copy	CRO	
24 April 2024	Community Information Session 2.30 pm – 4.30 pm	In Person	CEO	
24 April 2024	Community Information Session 5.30 pm – 7.30 pm	In Person	CEO	
12 April – 6 May 2024	Private Appointments with the CEO	In Person	CEO	
8 May 2024	Report Public consultation results to Elected Members at Next Ordinary Meeting	Council meeting	CEO	

CEO – Chief Executive Officer

CRO – Communications & Records Officer