Communication and Engagement Plan (CEP): Rating Review(RR)

Deliverables		Outcome	Community Engagement			
			Target Group	Method	Level	Due*
1	**Initiation**					
1.1	Communication and engagement plan to set broad objectives for the level of engagement	Drafted	Executive Team Councillors	• Feedback at April Council Briefing	Internal	April 2019
	Council item, Officer recommendation	In progress	Executive Team Councillors	• April Ordinary Council Meeting	Internal	April 2019
2	Planning & Design					
2.1	Develop press release and advertisements	Not yet developed	Community	• Executive lead	Internal	April/May 2020
2.2	Issue invitations and offer to present with stakeholders	Not yet developed	Community	• Executive lead	Internal	April/May 2020
2.3	Write letter and communications to support engagement plan	Not yet developed	Community	• Executive lead	Internal	April/May 2020
2.4	Communication and engagement plan and associated material	Not yet developed	Executive Team Councillors	• Executive lead	Internal	April/May 2020
3	**Delivery & Implementation**					
External Agency Meetings						
3.1	A series of meetings with external agencies targeting topics of interest	Not yet developed	External Agency Stakeholders	• Meetings to be conducted with: ➢ Denmark Chamber of Commerce ➢ Denmark Residents and Ratepayers ➢ Real estate agents	Inform / Consult	April/May 2020
Facilitated Workshop						
3.2	Zoom Video Conference Workshops facilitated by staff and/or external professional.	Not yet developed	Community	• Video Conference meetings by invitation and general advertising	Inform	April/May 2020
Advertisements						
3.3	Denmark Bulletin, Walpole Weekly, Albany Advertiser and Great Southern Weekender	Not yet developed	Community (General audience)	• Media Release • Advertisements in Denmark Bulletin (DB), Walpole Weekly (WW), Albany Advertiser (AA) and Great Southern Weekender (GSW).	Inform	April/May 2020
				• Noticeboard advertisements	Inform	April/May 2020
3.4	Online and Social media	Not yet developed	Community (Younger audience)	• Webpage update • Facebook posts (weekly)	Inform	March 2020
Direct Mail out						
3.5	Direct letter mail out to all Shire of Denmark Ratepayers	Not yet developed	Community	• Letter explaining review, process, position and seeking feedback in various forms made available. ➢ *Demographic participation results will be monitored & additional informing strategies may be implemented to encourage increased representation*	Inform/ Consult	April/May 2020
Focus Groups (online)						
3.6	A series of online Stakeholder Focus Groups that consider respective positions/interests related to rating categories	Not yet developed	Interest Groups	• Invitation to business owners and holiday accommodation providers	Inform/ Consult	April/May 2020
				• Invitation to vacant land owners	Inform / Consult	April/May 2020
Collation						
3.7	Draft Report	Not yet developed	Executive and Councillors	• Draft report and Officer recommendation	Inform	June 2020
4	**Close & Handover**					
4.1	Final Report	Not yet developed	Councillors	• Strategic Briefing	Inform/ Collaborate	June 2020
			Community and stakeholders	• Webpage Update • Social media post • Media Release (and article)	Inform	June 2020