

**Community Plan Review 2020**  
**Stage Two Community Engagement Report**  
29 September 2020

CM 20/258010

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# Community Plan Review 2020 – Stage Two Community Engagement Report

## Executive Summary

Our *Community Plan 2016-2027 - Charles Sturt – A Leading, Liveable City* is the lead document in Council's strategic planning framework, and it set our vision and guides our plans, strategies and actions. Launched in 2016 with the shared vision: "Charles Sturt - A Leading Liveable City", our Plan has five pillars, they are:

- Our Community - a strong and connected community
- Our Liveability - a liveable city of great places
- Our Environment - an environmentally responsible and sustainable city
- Our Economy - an economically thriving city
- Our Leadership - a leading and progressive local government organisation.

In accordance with Section 122 of the Local Government Act 1999, Council is required to undertake a comprehensive review of its Community Plan within 2 years after each general election of the Council.

The project program envisages a two-stage community engagement process. This report provides a summary of Stage Two engagement undertaken in August 2020. The purpose of Stage Two was to invite comment on our Draft Community Plan 2020 - 2027. The findings of Stage Two engagement inform the finalisation of the updated *Our Community Plan 2020-2027*.

The Stage Two engagement process built on the earlier Stage One community activities, undertaken in March 2020, where our purpose was to 'check-in' with our community and confirm our understanding of any changes in focus prior to drafting our Community Plan. We received a number of great ideas from our community during Stage One.

During Stage Two engagement a variety of communication and engagement techniques were employed reaching across our diverse community in terms of geographic location, residents and business sectors, as well as hard to reach members in our community. In summary 212 unique visitors viewed our Draft Community Plan 2020 – 2027 and seven submissions were received.

Overall, we feel the Draft Community Plan 2020 – 2027 resonates with our community.

## 1. Community Engagement Purpose and Objectives

The purpose of this engagement was to consult with our community as we reviewed and updated our *Community Plan 2016-2027*. In accordance with Section 122 of the Local Government Act 1999, Council is required to undertake a comprehensive review of its Community Plan within 2 years after each general election of the Council.



*Community Plan Process*

Our community engagement objectives were to ensure:

- Our Charles Sturt community has easy access to the appropriate information associated with the review of our Community Plan.
- Our Charles Sturt community is given opportunities to provide comment and feedback on the review of our Community Plan in ways that promote community participation, and in ways that are inclusive and interesting.
- The process builds positive relationships between Council and our community, and positions Charles Sturt as an organisation that provides sound management decisions.

This report documents Stage Two engagement of a two-stage community engagement process.

The purpose of Stage One was to engage with our community at the beginning of the review process in order to:

- Check-in with our community.
- Confirm if our current Community Plan still resonates.
- Confirm our understanding of key challenges and opportunities.
- Identify any changes in focus.
- Identify what our community values and what makes a great place.

The findings for Stage One engagement informed the development of our updated Draft *Community Plan 2020-2027*.

The purpose of Stage Two engagement was to consult on our updated Draft *Community Plan 2020-2027*, prior to the finalisation of the Plan.

This report sets out a brief background of our Community Plan, community engagement process, community participation statistics, engagement findings and common themes that have informed the review of our updated Community Plan.

## 2. Community Plan Background

In 2016 we launched our existing *Community Plan 2016-2027* with the shared vision: "**Charles Sturt – A leading liveable City**". Our Community Plan is the lead document in Council's strategic planning framework - it guides our plans, strategies and actions.

We created five pillars to guide us, they are:

- Our Community - a strong and connected community.
- Our Liveability - a liveable city of great places.
- Our Environment - an environmentally responsible and sustainable city.
- Our Economy - an economically thriving city.
- Our Leadership - a leading and progressive local government organisation.



We have achieved a great deal over the last four years, since the last review. Highlights include:

- Revitalising St Clair Recreation Precinct.
- Rebuilding the central and northern sections of the West Beach rock wall.
- Reducing flooding – Completion of the Port Road drainage project.
- Reinventing our reserves such as Point Malcolm Reserve and MJ McInerney Reserve.

The City of Charles Sturt *Corporate Plan 2016-2020* is the operational plan that details strategies and actions that will deliver on the Community Plan objectives and identifies the key performance indicators that will be used to measure the organisation's achievements. It is not specifically declared as a strategic management plan, however, it requires review internally to ensure that it aligns with the revised Community Plan.

### 3. Community Engagement Process and Promotion

The Stage Two engagement process occurred during the month of August 2020 and included the following communication and engagement techniques and promotions:

#### Communication Techniques and Promotions

- CCS Website promotion.
- City of Charles Sturt social media platform promotion.
- Display Ad in The Advertiser.
- Port Road banner promotion.
- Display of Posters, Fact Sheets and *Draft Community Plan 2020 - 2027* in our Libraries, Community Centres and Civic Centre Internal Street.
- Letters/Emails and Fact Sheet sent to key stakeholders (over 200 local groups) likely to have an interest including:
  - Adjoining Councils.
  - Collaboration Councils.
  - Relevant Government state departments and agencies.
  - Local resident and business groups.
  - Local sporting, recreational and cultural groups.
  - Multicultural communities.
  - Multifaith communities
  - Western Business Leaders (WBL).

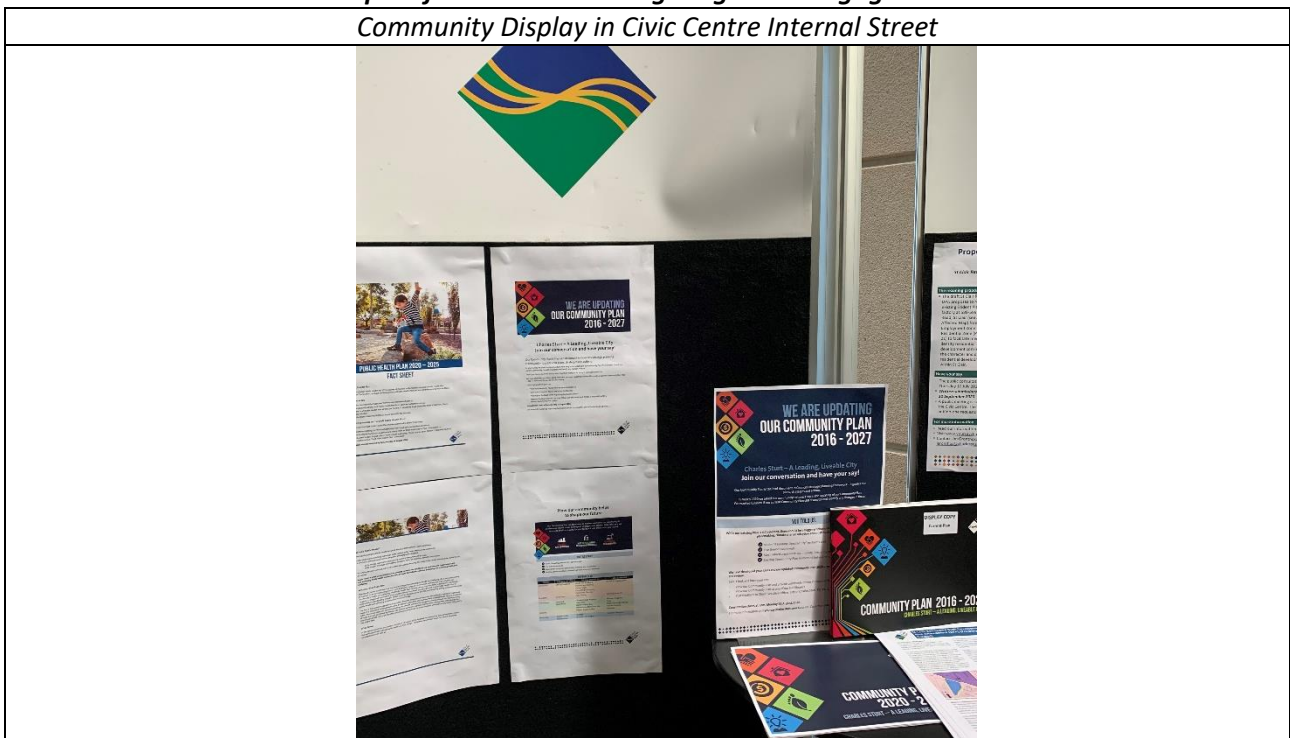
#### Community Engagement Techniques and Promotions

- Project Page on Your Say Charles Sturt (Council's online interactive engagement website) inviting community engagement via:
  - Online Feedback Form.
  - Email or Post Feedback.

A sample of promotional materials are displayed below and within **Appendix A** of this report.

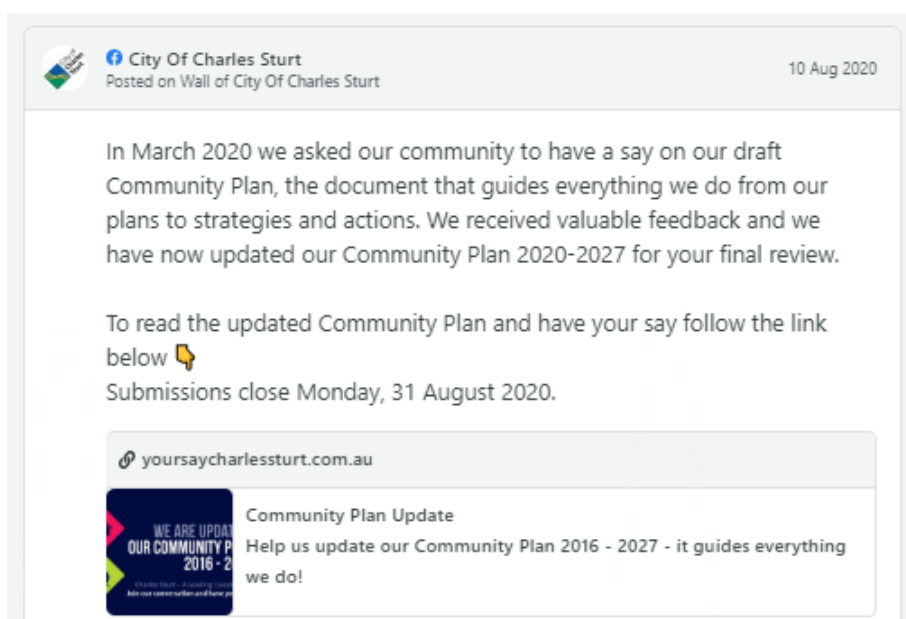
#### ***Sample of Promotions during Stage Two Engagement***

##### *Community Display in Civic Centre Internal Street*

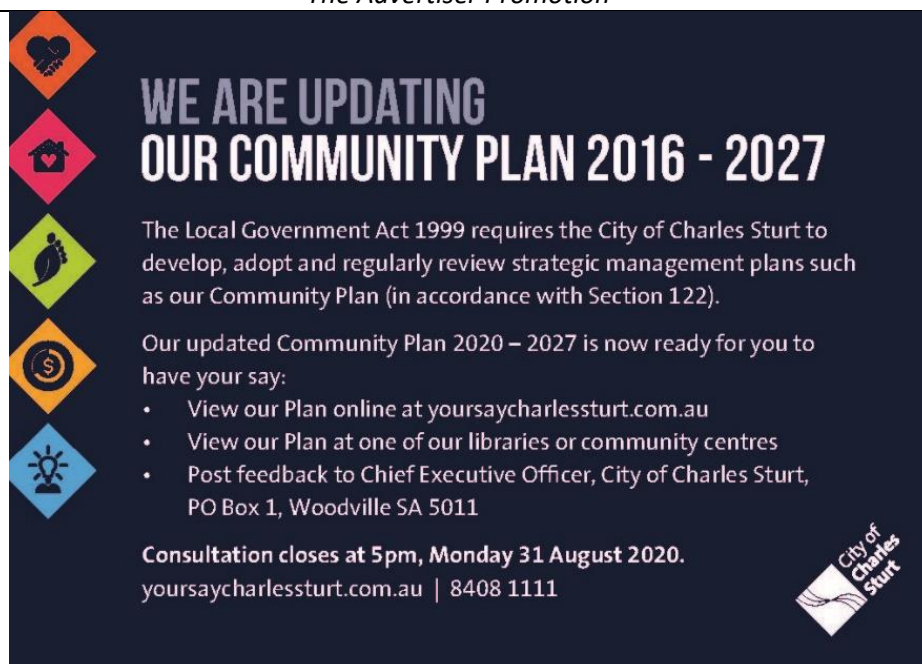




CCS Facebook Promotion



The Advertiser Promotion





## 4. Community Participation Statistics

In August 2020 a variety of communication and engagement techniques were employed reaching across our diverse community in terms of geographic location, residents and business sectors, as well as hard to reach members in our community.

Table 1 below illustrates the community reach of Stage Two engagement, as well as the participation of community members.

**Table 1: Community Reach and Contribution during Stage Two Engagement, August 2020**

Source	Communication and Engagement Statistics	
	Community Reach	Community Participation (No. of participants)
CCS Website	Broad community 220 page views and 186 unique page views Average time on the web page was 2 minutes and 21 seconds	-
Social Media - Facebook	Broad community 5 organic posts, 4774 cumulative reach 141 cumulative engagement	-
Social Media - Twitter	Broad community 3 posts, 1316 impressions 7 engagements	-
Social Media – Linked In	Broad community 595 impressions and 10 reactions	-
The Advertiser Newspaper	Broad community	-
Port Road Banners	Broad community	-
Your Say Charles Sturt	Over 3,200 community members 357 views, 212 unique visitors, 3 followers Total engagement time community spent online = 5 hours 16 minutes	4
Written Submissions	Over 200 stakeholder groups informed	3
Libraries	Display in 5 CCS Libraries	-
Community Centres	Display in 8 CCS Community Centres	-
Civic Internal Street	Display in Civic Centre Internal Street	-
<b>Total</b>		<b>7</b>

Despite receipt of a small number of responses during Stage Two, the Draft Plan was broadcast widely and good numbers received, opened and spend time reading material related to the Community Plan.

We are confident that the consultation undertaken in Stage One and Stage Two has provided many opportunities for our community to have their say on the Draft Community Plan 2020 – 2027.

## 5. Community Engagement Summary of Findings

### Stage One Engagement

In March 2020 we invited our community to comment on our five pillars and tell us what the focus for the next eight years should be. We obtained great feedback (over 670 ideas and comments) gathered from more than 320 people in our community. Overall, community feedback shows that the content of our existing Community Plan is still quite pertinent and that our five pillars remain relevant and appropriate. There are some changes in emphasis of sub-pillar matters and some new considerations as summarised in Table 2 below.

**Table 2: Summary of Stage One Community Engagement**

Pillars	Continue With	More Emphasis On	New Considerations
<b>Community</b>	Community Respect Ageing Population Community Centres Libraries Community connectedness	Health and Wellbeing Inclusion and Disability Young People Connecting Community Diversity	Traditional Owners Aboriginal Community Need
<b>Liveability</b>	Open Space Recreation	Sustainable Transport Place Making Activation	Planning for our City
<b>Environment</b>	Greening Biodiversity	Environmental Sustainability Climate Change Adaption Urban Heat Waste and Recycling Community Education Community Participation Environmental Leadership	Climate Emergency Trees Materials Recycling Facility Circular Economy
<b>Economy</b>	Promotion Collaboration Economic Development	Support Small Business Local Employment Opportunities	Buy Local Local Economic Development
<b>Leadership</b>	Accountability Transparency Decision Making	Collaboration Strategy Financial Progressive leadership	Customer Experience
<b>Community Plan Presentation</b>	Leading Liveable City Five Pillar's Simple Objectives	Key Messages Vision	New Imagery Kaurua Acknowledgement Indicators and Targets

### Stage Two Engagement

In August 2020 we invited our community to comment on our updated Draft Community Plan 2020 – 2027. We received seven submissions, four from community members and three from government agencies. The community feedback shows that the content of our Draft Community Plan is relevant and aligns with government strategy. Table 2 provides a summary of the seven submissions.

**Table 2: Summary of Stage Two Community Engagement**

Submitter	Summary of Feedback	Pillar and Sub Pillar	Response to Submission
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<b>South Australian Tourism Commission</b>	<ul style="list-style-type: none"> <li>• Support Community Plan.</li> <li>• Strong alignment of the plans of both organisations.</li> <li>• Support collaborative approach to grow the visitor economy.</li> </ul>	<b>Our Economy</b> <ul style="list-style-type: none"> <li>• Collaboration</li> </ul>	<ul style="list-style-type: none"> <li>• No amendment to Community Plan required.</li> </ul>
<b>Office for Recreation, Sport and Racing</b>	<ul style="list-style-type: none"> <li>• Support Community Plan.</li> <li>• Strong alignment of the plans of both organisations.</li> <li>• Support collaborative approach to achieve community wellbeing, liveability and economic productivity.</li> <li>• Support partnering to deliver outcomes.</li> </ul>	<b>Our Community</b> <ul style="list-style-type: none"> <li>• Health</li> <li>• Wellbeing</li> </ul> <b>Our Liveability</b> <ul style="list-style-type: none"> <li>• Open Space</li> </ul> <b>Our Economy</b> <ul style="list-style-type: none"> <li>• Prosperity</li> </ul>	<ul style="list-style-type: none"> <li>• No amendment to Community Plan required.</li> </ul>
<b>Green Adelaide, Department for Environment and Water</b>	<ul style="list-style-type: none"> <li>• Support partnering to deliver outcomes.</li> <li>• Strong alignment of the plans of both organisations.</li> <li>• Encourage Council to consider the six principles in the <i>Creating Greener Places for Healthy and Sustainable Communities</i> document.</li> <li>• Support partnering to deliver outcomes.</li> </ul>	<b>Our Environment</b> <ul style="list-style-type: none"> <li>• Green Initiatives</li> </ul>	<ul style="list-style-type: none"> <li>• Council will consider the document <i>Creating Greener Places for Healthy and Sustainable Communities</i>.</li> <li>• No amendment to Community Plan required.</li> </ul>
<b>Local Resident</b>	<ul style="list-style-type: none"> <li>• Object to the way housing development is going including: <ul style="list-style-type: none"> <li>○ poor housing design</li> <li>○ lack of housing styles</li> <li>○ lack of regard for setbacks</li> <li>○ lack of green space and trees</li> <li>○ impact on streetscapes and parking</li> <li>○ loss of character and amenity.</li> </ul> </li> </ul>	<b>Our Liveability</b> <ul style="list-style-type: none"> <li>• Planning</li> </ul>	<ul style="list-style-type: none"> <li>• The Community Plan looks to create flexible and engaging public spaces and community facilities, and respond positively to the challenges presented by Adelaide's changing urban environment to revitalise our suburbs and provide increased opportunity for people.</li> <li>• The development of private land is managed through the Development Plan.</li> <li>• No amendment to Community Plan required.</li> </ul>
<b>Local Resident</b>	<ul style="list-style-type: none"> <li>• Support the Community Plan particularly environment, greening economy and Aboriginal cultural heritage.</li> <li>• Multi-cultural assets should be acknowledged.</li> </ul>	<b>Our Community</b> <ul style="list-style-type: none"> <li>• Diversity and Inclusion</li> </ul>	<ul style="list-style-type: none"> <li>• The Community Plan looks to build strong and vibrant communities and celebrate our identity, heritage and diversity, including our multiculturalism.</li> <li>• No amendment to Community Plan required.</li> </ul>

<b>Local Resident</b>	<ul style="list-style-type: none"> <li>• Support the Community Plan.</li> <li>• Concerns about Liveability as some areas of the Council area have not been well invested in - particularly Brompton and Bowden.</li> </ul>	<b>Our Liveability</b> <ul style="list-style-type: none"> <li>• Open Space</li> <li>• Place Making</li> </ul>	<ul style="list-style-type: none"> <li>• The Community Plan looks to create flexible and engaging public spaces and community facilities, and respond positively to the challenges presented by Adelaide's changing urban environment to revitalise our suburbs and provide increased opportunity for people.</li> <li>• Concerns relating to public spaces and community facilities in the Bowden and Brompton area will be referred to relevant staff for further examination.</li> <li>• No amendment to Community Plan required.</li> </ul>
<b>Local Resident</b>	<ul style="list-style-type: none"> <li>• Support the Community Plan.</li> <li>• Concerned at ghetto buildings and dense housing at West Lakes and narrow streets and lack of trees and green space.</li> </ul>	<b>Our Liveability</b> <ul style="list-style-type: none"> <li>• Open Space</li> <li>• Planning</li> </ul>	<ul style="list-style-type: none"> <li>• The Community Plan looks to create flexible and engaging public spaces and community facilities, and respond positively to the challenges presented by Adelaide's changing urban environment to revitalise our suburbs and provide increased opportunity for people.</li> <li>• The development of private land is managed through the Development Plan.</li> <li>• No amendment to Community Plan required.</li> </ul>

## **6. Next Steps**

All consultation results were provided to the Community Plan and Corporate Plan Working Group to inform the refinement of the Community Plan 2020 – 2027.

Following Council endorsement of Our Community Plan 2020 – 2027 a summary of the outcomes will be displayed on Your Say Charles Sturt and shared with our community.

# Appendix A

## Fact Sheet – Stage Two Community Engagement



## Charles Sturt – A Leading, Liveable City Join our conversation and have your say!

Our Community Plan is the lead document in Council's strategic planning framework – it guides our plans, strategies and actions.

In March 2020 we asked our community to have a say in the updating of our Community Plan. We wanted to know if our current Community Plan still resonates and identify any changes in focus.

Thank you to everyone who told us what they think the focus for the next eight years should be.

We have developed your ideas, along with ideas proposed by staff and stakeholders, and our updated Community Plan 2020 – 2027 is now ready for you to read and review.

Take a look and have your say:

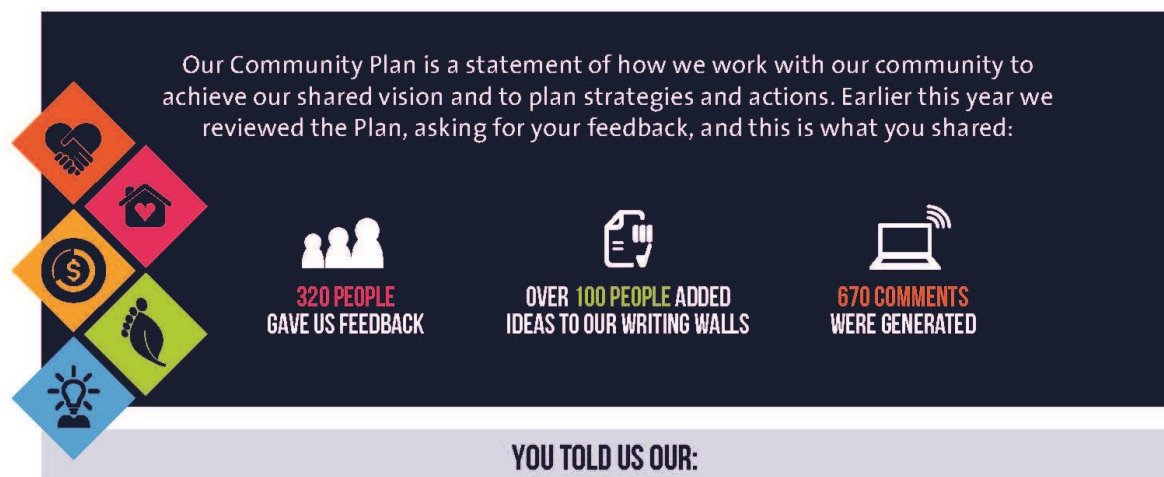
- View our Community Plan at [yoursaycharlessturt.com.au](https://yoursaycharlessturt.com.au)
- View our Community Plan at one of our five libraries
- Provide your feedback online at [yoursaycharlessturt.com.au](https://yoursaycharlessturt.com.au)
- Post your feedback to Chief Executive Officer, City of Charles Sturt, PO Box 1, Woodville SA 5011, marked 'Community Plan Update'

**Consultation closes at 5pm, Monday 31 August, 2020.**

For more information go to [yoursaycharlessturt.com.au](https://yoursaycharlessturt.com.au) or contact the City of Charles Sturt on 8408 1111.



# How our community helps to shape our future



- ✓ Vision “A Leading, Liveable City” performs well
- ✓ Five themes work well
- ✓ Most valued areas were community, liveability and environment
- ✓ Existing Community Plan is relevant but needs some new emphasis

YOU WANT US TO:			
Themes	Continue to talk about	Put more emphasis on	Add new material
Community	Ageing Population	Health and Wellbeing Inclusion and Disability Young People Connecting Community Community Diversity	Kaurna Acknowledgement
Liveability	Open Space	Place Making	Planning for our City
Environment	Greening Biodiversity	Climate Change Adaption Urban Heat Waste and Recycling Leadership and Education Role	Climate Emergency Trees Materials Recycling Facility Circular Economy
Economy		Support Small Business	Buy Local
Leadership	Accountability Transparency	Strategy Indicators and Targets	Customer Experience

