

Community Engagement Framework

Closing the loop: Summary

February 2022

Purpose

This is a summary of the community consultation undertaken to inform the development of Greater Western Water's Community Engagement Framework. It outlines how we engaged with the community and summarises the feedback we received. It also advises how that feedback helped shape our final framework. You can view the full closing the loop report in the document library.

Engagement objectives

- Adopt an 'involve' approach on the IAP2 level of engagement spectrum (see Figure 1).
- Provide the community with a clear understanding of the negotiable and non-negotiable aspects of the consultation.
- Increase community understanding of what community engagement means to Greater Western Water.
- Identify broad engagement methods that are inclusive and minimise barriers to participation.
- Develop a good understanding of what our communities' concerns and aspirations are around the framework through varied feedback methods.
- Evidence-based evaluation and reporting.

Level of engagement	Public participation goal	Promise to the public
Involve	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	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.

Figure 1. (c) International Association for Public Participation www.iap2.org

Engagement tools – how we engaged

We used statistics from the ABS 2016 Census and data from previous engagement activities to build a picture of our community. This guided the selection of tools that would maximise community participation and help us collect meaningful feedback.

We created two YourSay webpages:

1. a main Draft Engagement Framework feedback webpage, and
2. a secondary Easy English webpage for people with low English literacy.

The webpages asked the community to consider the draft framework and tell us what they thought we got right and what they thought needed to change.

Both webpages offered a variety of methods to access the framework and provide feedback.

The four-week feedback period was from 25 October to 22 November 2021.

Communications

We used a range of communication methods to reach our diverse community members.



Regional newsletter
over 56,000 people



5 Regional newspaper articles
over 18,500 people



Text message burst
181 people



Metro hardship newsletter
933 people



Stakeholder newsletter
82 recipients



Vic Gov Innovation Network
929 engagement professionals



Facebook

Post 1 (9 Nov)

19,778 people reached
51 engagements*

Post 2 (15 Nov)

921 people reached
15 engagements

Post 3 (22 Nov)

734 people reached
8 engagements

*Likes, comments, shares and click throughs



Instagram

Post 1

131 accounts reached
13 content interactions*

Post 2

13 accounts reached
18 content interactions

Post 3

101 accounts reached
3 content interactions

*click throughs and profile visits



Twitter

Post 1

119 impressions*
9 engagements**

Post 2

115 impressions
9 engagements

*the number of times a tweet appears to users. **user interaction with a tweet



LinkedIn

Post 1

1086 organic impressions
4 shares
19 reactions

Engagement outcomes – what you told us

Seventy-two surveys and 21 quick polls were completed. This feedback helped us identify themes and analyse trends and points of difference in responses.



Main page on YourSay

1,128 views
1,026 visits - 96% were first time visitors



Easy English page on YourSay

300 views
278 visits - 92% were first time visitors



Online survey

48 contributors



Easy English online survey

24 contributors



Quick poll

17 contributors



Quick poll

4 contributors



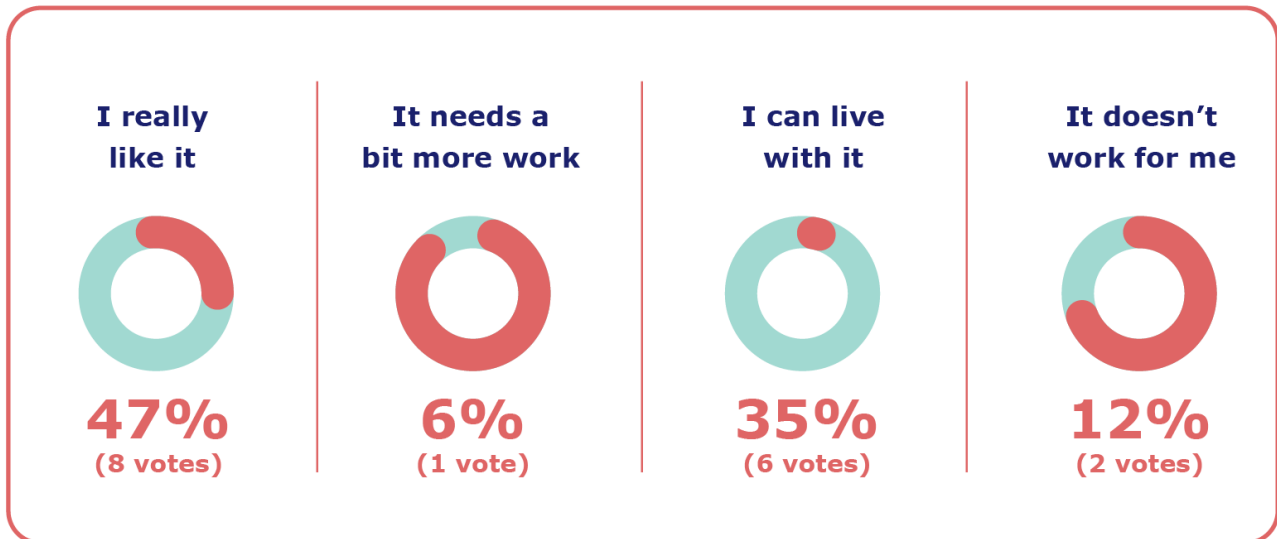
Good engagement experience - share your story

0 contributors

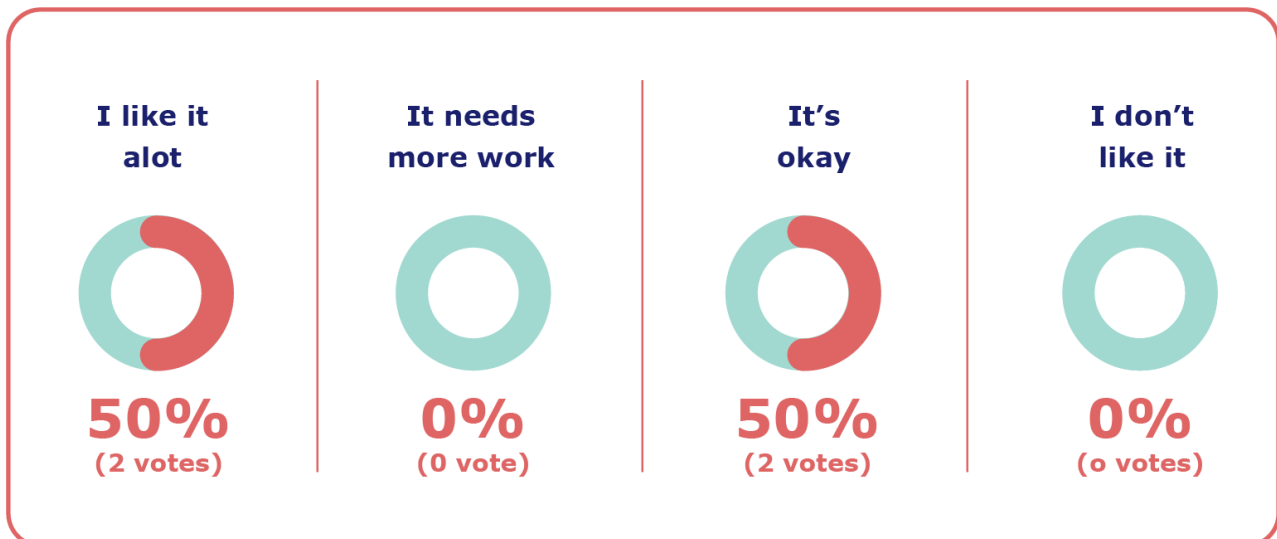
Quick poll results

The quick polls asked respondents to select their response to the question:
Overall, what do you think of the Draft Framework?

Main YourSay page



Easy English YourSay page



How your feedback influenced the framework

The following table summarises the key themes gathered from community feedback and indicates the changes applied to the definition, principles, process steps and overall framework as a result of the feedback.

To maintain privacy, individual quotes have not been included. Where applicable, the number of responses or references to a topic is specified in brackets. Themes identified in the feedback are presented as statements and represent the blending of several responses.

We asked	Quantitative data/key themes	Action taken
Does this definition have meaning for you? <i>An ongoing partnership with our diverse community to plan and deliver our services</i>	Yes 63% No 23% Unsure 14%	No action required.
Is there anything missing from the definition or would you like to make some comments about it?	<ul style="list-style-type: none"> Partnership is not the right word, maybe collaboration (8) GWW to be accountable for/committed to this definition (5) Well thought out (3) Embed this across all GWW engagement work (2) Engagement is not acceptance of all ideas 	The definition has been changed to: <i>A commitment to collaborate with our diverse community to plan and deliver our services</i> In response to embed across all work, this is addressed in the next section.
Would you like us to make changes to these principles or add new principles?	<ul style="list-style-type: none"> Engagement is unnecessary for a water provider (2) GWW to be accountable for these principles (6) Communicate regularly and be personable with your communication (3) It doesn't respect regional (2) They look great (3) Record feedback accurately and without bias The process step graphic was great (2) 	In response to GWW being accountable, we have changed the wording in the lead-in paragraph to the principles to: <i>We are guided by the following principles when designing and delivering our engagement activities and are committed to embedding them across all engagement programs organisationally.</i> In response to recording feedback accurately and without bias, we have changed the wording in the Integrity principle to:

We asked	Quantitative data/key themes	Action taken
		<p>We are accountable for engaging early, protecting people's privacy and addressing concerns or questions along the way. We report on the engagement outcomes accurately and without bias and share the impact of the community's input on the decision.</p> <p>In response to communicating regularly we have changed the wording in the Respect principle to:</p> <p>We acknowledge the expertise, perspective and needs of customers, community and stakeholders and communicate with them at key milestones.</p>
<p>Do you think we got it right?</p>	<p>Yes 45% Mostly 35% Unsure 6% Not really 4% No 10%</p>	<p>No action required.</p>
<p>Do you have any further feedback?</p>	<ul style="list-style-type: none"> • Missing a step to undertake the work (4) • Get better at closing the loop (4) • Well thought out (4) • Need flexibility in the process for organisational growth • Agree that purpose should be first but who does this? (2) • Recommend more traditional methods of engagement such as letterbox drops and face to face • GWW should be proud of this work. I've not come across this level of engagement with any of my other service providers • Add the LGBTIQA+ acronym to the definitions table and use the words 'these communities' as there are many 	<p>In response to missing a step to undertake the work, we have included an extra step:</p> <p>Deliver engagement</p> <p>We will use the plan to guide our delivery of meaningful and inclusive engagement. We do this by:</p> <ul style="list-style-type: none"> • Considering the diverse needs of our community and aim to reduce barriers to participation. • Creating opportunity for broad participation. • Engaging early to bring our community along on the journey. • Factoring in lessons learnt from previous engagement activities. • Planning around the purpose of engagement, for example the level of engagement and the negotiables to increase transparency.

We asked	Quantitative data/key themes	Action taken
		<p>In response to GWW getting better at ‘closing the loop’ we have changed the wording in the Analyse and Report step to:</p> <p>We analyse the findings of engagement activities and document these to communicate the findings back to participants, known as ‘closing the loop’.</p> <p>In response to clarifying ‘who’ agrees on purpose we have changed the wording in step one to:</p> <p>GWW will define the purpose of the engagement, what we are seeking to achieve and what can or cannot be influenced through the process.</p> <p>In response to the LGBTIQA+ feedback we have:</p> <ul style="list-style-type: none"> • Changed the wording in the planning for engagement activities table to: Identify community leaders or peak organisations to connect with to engage with members of these communities. • Added the LGBTIQA+ acronym to the definitions: <p>LGBTIQA+ An acronym used for an umbrella of communities who identify as lesbian, gay, bisexual, transgender/gender diverse, intersex, queer and asexual.</p>

Conclusion and next steps

Greater Western Water's Board Committee endorsed the Community Engagement Framework in December 2021. The final framework document has been released with this consultation report to community on our YourSay site.

We will take steps to embed this framework internally, to ensure that our commitment to community is clear and consistent in all engagement projects across the organisation.

We will begin work to identify how and when we will check-in with you to measure our success against the framework.