



CUMBERLAND
CITY COUNCIL

Community Engagement Strategy 2022

Cumberland City Council



Acknowledgement of Country

Cumberland City Council acknowledges the traditional custodians of this land, the Darug people, and pays respects to their elders both past, present and future.





Contents

Part A:	
Introduction	4
About this Strategy	6
About Cumberland City	6
Our Unique Neighbourhoods	8
Part B:	
Strategic Framework For Community Engagement	10
What is Community Engagement?	12
Who do we Engage With?	12
Community Engagement Commitments	12
How we Engage	13
When we Engage	14
Feedback and Public Exhibition/Participation	20
Inclusive Participation	21
Part C:	
Implementation Approach	24
Objectives	26
Action Plan	26
Measuring Our Success	27



Part A: Introduction

About this Strategy

The Cumberland City Council Community Engagement Strategy has been developed to guide engagement practices with the local community, businesses and stakeholders when Council is developing its plans, policies and programs. It outlines the guiding principles and approach for ensuring the community has an opportunity to have their say in a meaningful way.

This Strategy reflects the various requirements for community consultation and engagement set out in Section 402A of the *Local Government Act 1993* and Part 2 Division 2.6 Section 2.22 of the *Environmental Planning and Assessment Act 1979*.

NOTE: Document was amended in April 2023 to include adoption of conflict of interest for Council related development applications

About Cumberland City

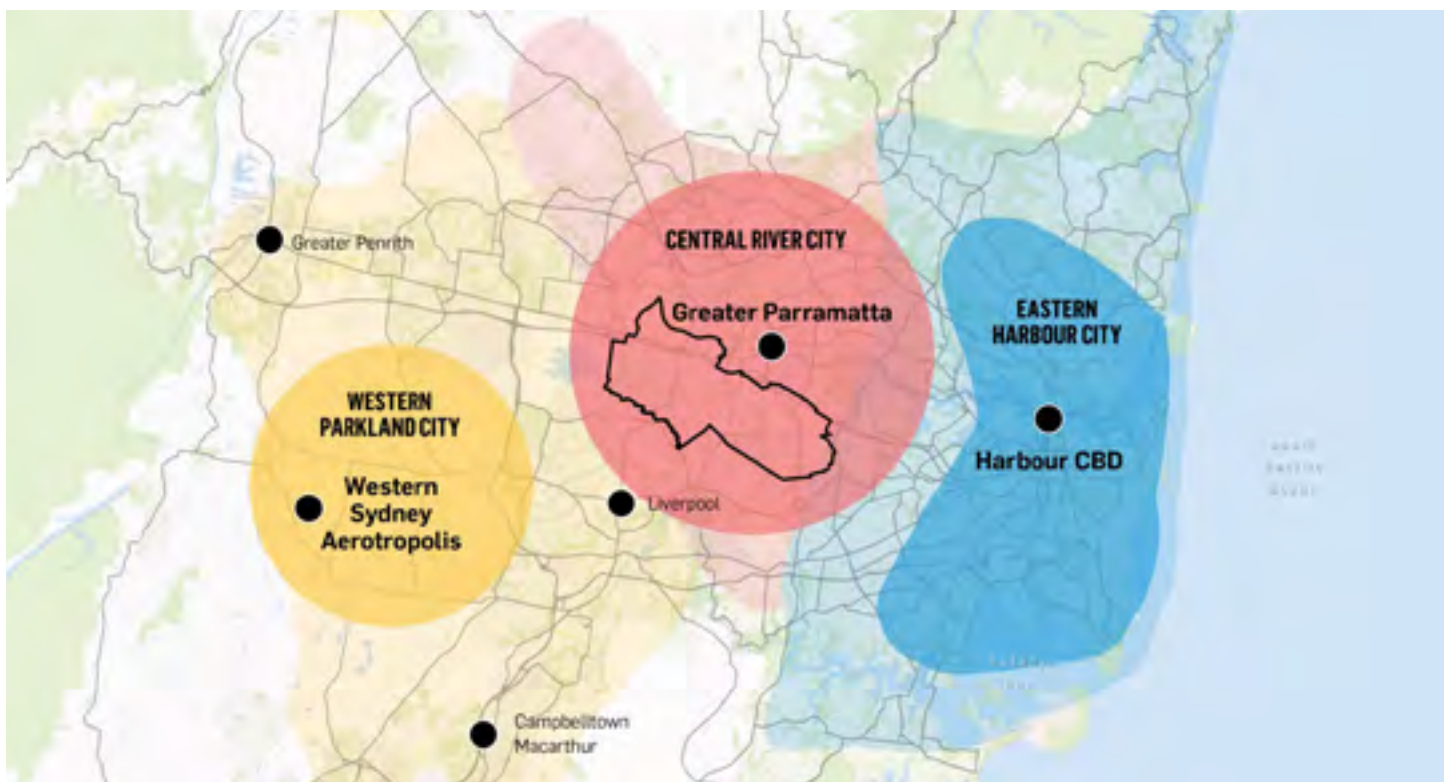
Cumberland City is located in Western Sydney and covers more than 72 square kilometres stretching from Rookwood Cemetery in the east, along the M4 Motorway and Western Rail Line in the north, and Prospect Creek in the south to Prospect Hill in the west.

Cumberland City is strategically located in the Central City District, less than 5 kilometres south of Parramatta CBD and approximately 20 kilometres west of Sydney CBD. The new Western Sydney Airport at Badger's Creek will be approximately 30 kilometres to the west of Cumberland City.

Cumberland City is one of the most culturally diverse and vibrant areas in NSW, known for its international food, welcoming community events and festivals, high-quality community programs and extensive networks of green spaces. The community is diverse with many young families who are professionals, speak multiple languages and have a range of backgrounds and experiences that contribute to Cumberland's unique flavour.

Cumberland City is also a fast growing area of Western Sydney, with the population forecast to increase from over 242,000 residents now to over 300,000 residents in the year 2036. We have a younger population, more families and larger households than other parts of Sydney.

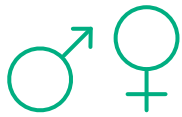
The land of the Cumberland plains where Cumberland City Council now exists forms part of the traditional home of the Darug Nation and People. The people of the Darug Nation are an integral part of the community of Cumberland City.



I Community Snapshot 2021

If our community population totalled

100*



52 are men (51.6%)
48 are women (48.6%)



53 are born overseas (53.2%)
13.1% migrated to Australia in the last 5 years



35 are Christian (34.7% Catholic, Protestant and Orthodox)



12 are 65+ years (12.1%)



65 speak a language at home other than English (65.2%).
Around 67 different languages spoken.



23 are Muslim (22.8%)



18 are young people (18.3% 12–25 years)



1 is aboriginal and/or Torres Strait Islander (0.6%)



10 are Hindu (10%)



43 are households of couples with children (42.7%)



6 have a severe or profound disability (5.8%)



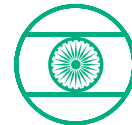
9 attend university (8.9%)



13 are of Chinese ancestry (12.6%)



12 are of Lebanese ancestry (11.9%)



9 are of Indian ancestry (8.7%)

Reference: All statistics from the Australia Bureau of Statistics 2021 Census of Population and Housing (accessed on 11/07/2022) profile.id.com/aucumberland * Please note that all statistics have been rounded to the nearest number.



TOTAL POPULATION
235,439



TOTAL HOUSEHOLDS
71,666

Our Unique Neighbourhoods

Cumberland is made up of five wards, each with a distinct built form character and land use mix, presenting unique opportunities for future growth and development.

Greystanes Ward

The Greystanes Ward is one of the least dense communities in Cumberland with around 80% of all dwellings being low density. Correspondingly, it has one of the lowest public transport access and usage rates.

The Greystanes Ward includes a diverse mix of land uses, including the significant employment lands precincts of Pemulwuy, Smithfield and Yennora.

The area is rich in open space and biodiversity, including the Prospect Creek Green Grid Corridor, the Lower Prospect Canal Reserve and Holroyd Central Gardens. These spaces and corridors present excellent opportunities for recreation and active transport connectivity.

South Granville Ward

The South Granville Ward is predominately low density residential, with higher densities adjacent to the Auburn and Guildford centres.

The South Granville Ward is bisected by the Duck River corridor, an important Green Grid and environmental asset that connects to other recreational uses and green places, including the Auburn Botanical Gardens.

Industrial and employment precincts are located in South Granville and Regents Park, as well as Clyde, which also contains a key railway stabling yard and maintenance centre for the network.

Wentworthville Ward

The Wentworthville Ward comprises a mix of residential areas with higher densities near centres and transport corridors.

In Westmead, the north of the boundary, is the medical and education precinct with several hospitals, research facilities, specialist services, and university campuses, with further growth and increased services anticipated.



Council will implement its strategic planning work for the Wentworthville centre to revitalise and improve the public domain, traffic management and changes to potential urban form.

The Ward also has the Finlayson Creek corridor and surrounding public open space.

Granville Ward

The Granville Ward is one of the denser communities in Cumberland.

The proposed strategic centre of Merrylands is at the core of this Ward and offers a diverse range of retail, commercial and residential opportunities.

The northern side of the rail line at Granville is undergoing significant change and redevelopment as part of the Parramatta Road Corridor Urban Transformation Strategy.

The Granville Ward houses key social and community infrastructure supporting residents from the local area and beyond. This includes the Granville Swimming Centre, Youth and Recreation Centre, Memorial Park, Holroyd Sports Ground, Merrylands Park Regional Sports Ground, Granville Park and Holroyd Gardens.

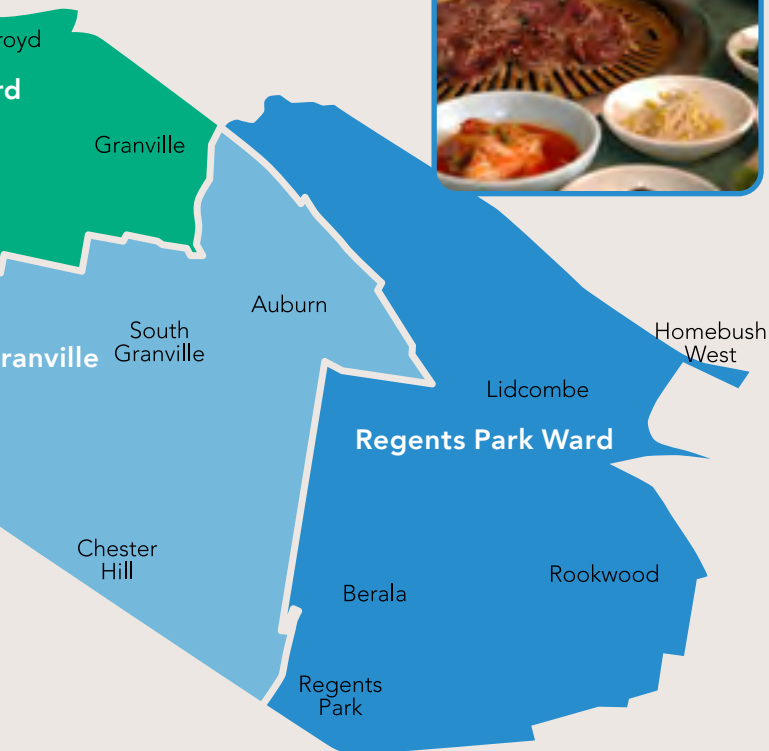
Regents Park Ward

The Regents Park ward is predominately low density, with higher density housing around key centres, including Lidcombe.

Lidcombe is located centrally within the Regents Park Ward. The Ward contains several large areas of public space, including Rookwood Cemetery, Wyatt Park with a number of sports facilities and grounds, and the Carnarvon Golf Club.

Industrial and employment land uses are located in the northern portion, connecting with and adjacent to Parramatta Road, and extending beyond the Cumberland area as part of larger industrial precincts.

This Ward also contains parts of the Parramatta Road Corridor which is currently being reviewed under the Parramatta Road Corridor Urban Transformation Strategy.







Part B: Strategic Framework For Community Engagement

What is Community Engagement?

Community engagement is a broad term that covers the interactions between Council, communities (which could be suburbs or other geographical locations, or groups of people with a common interest or identity) and other stakeholders.

Community engagement allows community members to actively contribute to Council decisions and actions by creating an inclusive environment in which community feedback is embraced, considered and acted upon. It serves as a response to increasing community concern about low levels of trust and confidence in government and addresses the escalating expectation that all levels of government be responsive to the community, and accountable for levels of service and spending.

Who do we Engage With?

A key component of community engagement is identifying and understanding key stakeholders who will be impacted by or who have an interest in a decision. Our engagement seeks to reach a wide range of people in the community, as well as people in or with Council.

Cumberland City Council engages with a range of communities, businesses and stakeholders. Groups that may be identified during a community engagement process include:

- People who live, work, study or visit Cumberland City
- Investors (existing / new / potential)
- Businesses operating in Cumberland City
- Active industry groups or associations
- Community, sporting, cultural and environmental groups
- Advisory committees of Council
- Children, young people, students, families, retirees and mature aged people
- Indigenous, culturally diverse and vulnerable communities
- Not-for-profit and non-government organisations
- Voluntary groups
- Service providers
- Government agencies and representatives
- Neighbouring / other local councils

Community Engagement Commitments

Our Community Engagement Strategy is built upon the Core Values, Code of Ethics and spectrum created by the International Association for Public Participation (IAP2). Council's commitment to the community is to guide the planning, development, implementation, evaluation, and continuous improvement of community engagement processes.

We support community engagement as a process to make better decisions that incorporate the interests and concerns of all affected stakeholders and meet the needs of the decision-making body.

We will undertake and encourage actions that build trust and credibility for the process among all the participants.

We will enhance the community's participation in the decision-making process and assist decision makers in being responsive to the community's concerns and suggestions.

We will carefully consider and accurately portray the community's role in the decision-making process.

We will encourage the disclosure of all information relevant to the community's understanding and evaluation of a decision.

We will ensure that stakeholders have fair and equal access to the community engagement process and the opportunity to influence decisions.

We will advocate for community engagement processes and will not advocate for interest, party, or project outcome.

We ensure that all commitments made to our community, including those by the decision maker, are made in good faith.

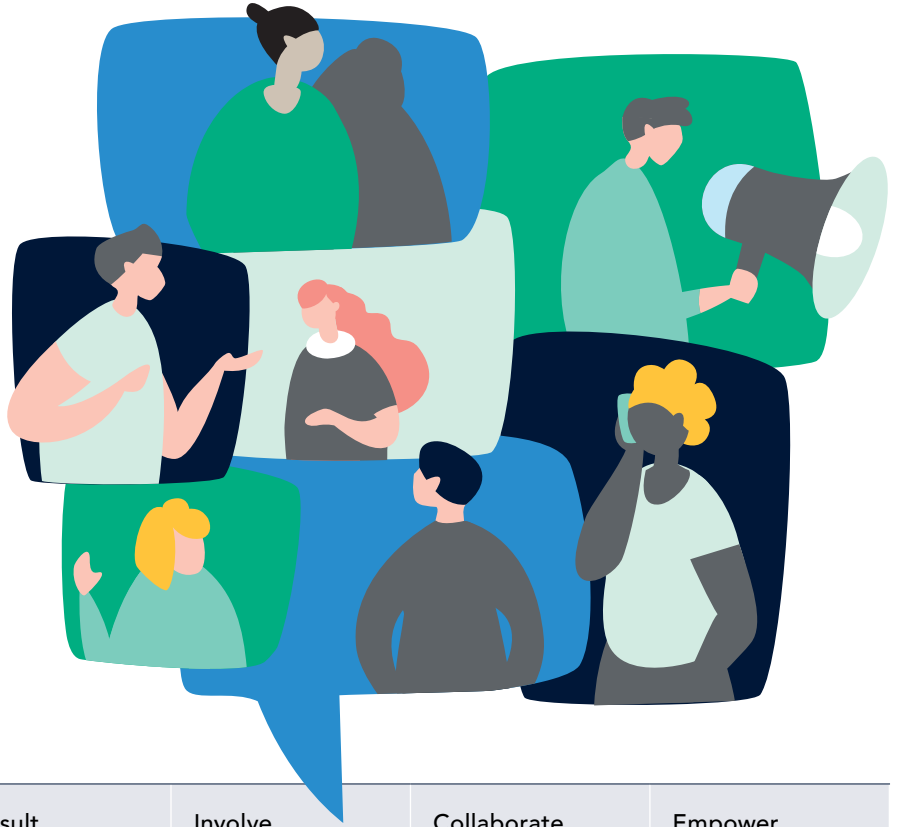
We will communicate back to participants about how their input affected a decision.

We will support and educate the community about the value and use of community engagement.

How we Engage

The IAP2 Participation Spectrum shows that differing levels of public participation are legitimate depending on the goals, timeframes, resources and levels of impact of the decision to be made.

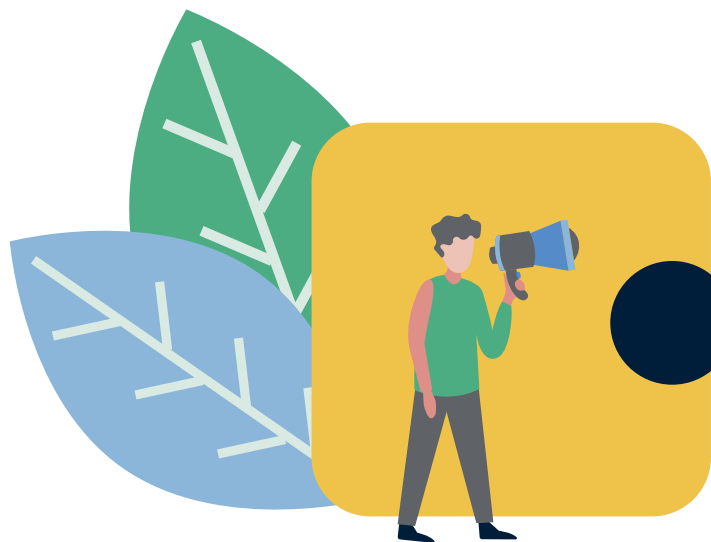
The five levels of public participation are: Inform, Consult, Involve, Collaborate and Empower



Council's role	Inform	Consult	Involve	Collaborate	Empower
	We will provide the community with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	We will obtain public feedback on analysis, alternatives and/or decisions.	We will work with you throughout the process to ensure that your concerns and aspirations are consistently understood and considered.	We will work together with you in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	We will help work towards the level of capacity to help the community lead and decide on a matter.
Community's role	Listen	Contribute	Participate	Partner	Lead
Example of our engagement levels	E.g. Projects by the State Government that affect the local community.	E.g. Participating in an online engagement activity on Council's Have Your Say website.	E.g. Providing input to develop options for an infrastructure project for Cumberland.	E.g. When developing a long term vision and strategic plan.	E.g. Building capacity skills of small business employees through skills-based training or community members joining the advisory committees which directly influence change.

When We Engage

The following table outlines how and when we will engage the community on a range of plans, proposals and projects, as well as other work we do, to provide guidance to the community on what to expect from Cumberland City Council regarding community engagement. Planning related proposals and projects have specific exhibition timeframe which must be met, and these are also outlined in the table.



When	Why	Engagement Level	What	Examples	Exhibition Period
Council's key long-term plans: <ul style="list-style-type: none"> • Community Strategic Plan • Delivery Program • Community Engagement Strategy / Community Participation Plan • Local Strategic Planning Statement 	<p>Gauge community feedback on Council long-term plans</p> <p>In addition to minimum statutory requirements, ensure stakeholders are informed and are given the opportunity to provide feedback via innovative engagement methods</p>	Involve	Acknowledge community feedback and ensure these are input into Council's engagement evaluation report and in the finalised plan	<ul style="list-style-type: none"> • Newspaper advertisements • Community newsletter • Social media • Media releases • Website information • Fact sheets • Public exhibition • Focus groups • Surveys • Workshops • Public meeting/ Online seminar • Pop up consultation sessions 	Minimum 28 days
Council plans, strategies and concept designs	<p>Gauge community feedback on Council plans, strategies and concept plans.</p> <p>In addition to minimum statutory requirements, ensure stakeholders are informed and are given the opportunity to provide feedback</p>	Consult	Acknowledge community feedback and ensure these are input into Council's engagement evaluation report	<ul style="list-style-type: none"> • Newspaper advertisements • Social media • Community newsletter • Media releases • Website • Fact sheets • Information • Public exhibition • Letters to impacted residents and businesses • Surveys • Flyers and signage with QR codes to website information • Pop up consultation sessions 	Minimum 28 days



When	Why	Engagement Level	What	Examples	Exhibition Period
Council's Annual Operational Plan and Budget	<p>Gauge community feedback on Council long-term plans</p> <p>In addition to minimum statutory requirements, ensure stakeholders are informed and are given the opportunity to provide feedback via innovative engagement methods</p>	Involve	Acknowledge community feedback and ensure these are input into Council's engagement evaluation report and in the finalised plan	<ul style="list-style-type: none"> • Newspaper advertisements • Social media • Community newsletter • Media releases • Website information • Fact sheet • Public exhibition • Focus groups • Surveys • Workshops • Public meeting/ Online seminar • Pop up consultation sessions 	Minimum 28 days
Council's other key policies	<p>Gauge community feedback on Council key policies</p> <p>In addition to minimum statutory requirements, ensure stakeholders are informed and are given the opportunity to provide feedback</p>	Consult	Acknowledge community feedback and ensure these are input into Council's engagement evaluation report	<ul style="list-style-type: none"> • Newspaper advertisements • Social media • Community newsletter • Media releases • Website information • Fact sheets • Letters to impacted residents and business • Public exhibition • Surveys • Flyers and signage with QR codes to website information • Pop up consultation sessions 	Minimum 28 days

When	Why	Engagement Level	What	Examples	Exhibition Period
<p>Council’s key land use planning instruments:</p> <ul style="list-style-type: none"> • Planning Proposals/Local Environmental Plans • Development Control Plans • Local Infrastructure Contribution Plans • Voluntary Planning Agreements 	<p>Gauge community feedback on Council’s long-term plans</p> <p>In addition to minimum statutory requirements, ensure stakeholders are informed and are given the opportunity to provide feedback.</p> <p>The scope of engagement will be determined based on a various of deliberations. This can include:</p> <ul style="list-style-type: none"> • the complexity • potential impacts • scale of project 	<p>Consult</p> <p>Involve</p>	<p>Acknowledge community feedback and ensure these are input into Council’s engagement evaluation report</p>	<ul style="list-style-type: none"> • Newspaper advertisements • Community newsletter • Social media • Media releases • Website information • Fact sheets • Public exhibition • Focus groups • Surveys • Workshops • Public meeting/ Online seminar • Pop up consultation sessions • Flyers and signage with QR codes to website information • Convert project to ‘Stay Informed’ for ongoing updates once any work commences 	<p>Minimum 28 days</p> <p>or:</p> <p>(a) if a different period of public exhibition is specified in the gateway determination for the proposal—the period specified</p> <p>(b) if the gateway determination specifies that no public exhibition is required because of the minor nature of the proposal—no public exhibition</p>
<p>Road closures</p>	<p>Gauge community feedback</p>	<p>Consult</p>	<p>Acknowledge community feedback and ensure these are input into Council’s engagement evaluation report</p>	<ul style="list-style-type: none"> • Newspaper advertisements • Social media • Media releases • Website information • Fact sheets • Public exhibition • Focus groups • Surveys • Public meeting/ Online seminar • Pop up consultation sessions • Flyers and signage with QR codes to website information • Letters to impacted residents • Convert project to ‘Stay Informed’ for ongoing updates once any work commences 	<p>Minimum 28 days</p>

When	Why	Engagement Level	What	Examples	Exhibition Period
Lease agreements	Gauge community feedback on proposed lease agreements	Consult	Acknowledge community feedback and ensure these are input into Council's engagement evaluation report	<ul style="list-style-type: none"> • Newspaper advertisements • Social media • Website information • Public exhibition • Surveys • Public meeting/ Online seminar • Pop up consultation sessions • Flyers and signage with QR codes to website information 	Minimum 28 days
Maintenance, capital works and service delivery initiatives	Share information on current activities and plans and ensure stakeholders are informed of Council's proposal	Inform	Keep community informed via updates on proposal/project	<ul style="list-style-type: none"> • Newspaper advertisements • Social media • Media releases • Community newsletter • Website information • Fact sheets • Pop up consultation sessions (if required) • Flyers and signage with QR codes to website information • Letters to impacted residents and businesses • 'Stay Informed' project page with ongoing updates throughout the project 	Minimum 7 days in advance of assigned work
General initiatives and proposals	Gauge community feedback on general initiatives and proposals by Council not identified in the table	Consult	Acknowledge community feedback and ensure these are collated into Council's engagement evaluation report and in the finalised initiative or proposal	<ul style="list-style-type: none"> • Newspaper advertisements • Social media • Media releases • Community newsletter • Website information • Fact sheets • Public exhibition • Surveys • Flyers and signage with QR codes to website information • Pop up consultation sessions 	Minimum 14 days

When	Why	Engagement Level	What	Examples	Exhibition Period
Development applications (including court appeals and reviews)	<p>Gauge community feedback on development applications</p> <p>In addition to minimum statutory requirements, ensure stakeholders are informed and are given the opportunity to provide feedback</p>	Consult	Acknowledge community feedback and ensure these are input into Council's engagement evaluation report	<ul style="list-style-type: none"> • Newspaper advertisements • Social media • Media releases • Community newsletter • Website • Fact sheets • Letters to impacted residents and businesses • Public exhibition • Surveys • Flyers and signage with QR codes to website information • Pop up consultation sessions 	<p>Minimum 14 days or as required in the Cumberland Development Control Plan</p> <p>28 days for integrated development, threatened species development, category 1 remediation work, environmental impact statements (Division 5.1 of EP&A Act 1979), designated development and state significant development</p> <p>The Cumberland Development Control Plan also outlines other requirements associated with the notification of development applications</p>
Modification of development applications (including court appeals and reviews)	<p>Gauge community feedback on application for modification of development consent</p> <p>In addition to minimum statutory requirements, ensure stakeholders are informed and are given the opportunity to provide feedback</p>	Consult	Acknowledge community feedback and ensure these are input into Council's engagement evaluation report	<ul style="list-style-type: none"> • Newspaper advertisements • Social media • Media releases • Community newsletter • Website • Fact sheets • Letters to impacted residents and businesses • Public exhibition • Surveys • Flyers and signage with QR codes to website information • Pop up consultation sessions 	<p>Minimum 14 days or as required in the Cumberland Development Control Plan</p> <p>No notification is required if the proposed modification is to correct anomalies or will have minimal environmental impact</p> <p>The Cumberland Development Control Plan also outlines other requirements associated with the notification of development applications</p>

When	Why	Engagement Level	What	Examples	Exhibition Period
Re-exhibition of any amended development application/ modifications (including court appeals and reviews)	Gauge community feedback In addition to minimum statutory requirements, ensure stakeholders are informed and are given the opportunity to provide feedback	Consult	Acknowledge community feedback and ensure these are input into Council's engagement evaluation report	<ul style="list-style-type: none"> • Newspaper advertisements • Social media • Community newsletter • Media releases • Website information • Fact sheets • Letters to impacted residents and businesses • Public exhibition • Surveys • Flyers and signage with QR codes to website information • Pop up consultation sessions 	Council may re-exhibit at its discretion, depending on extent of changes and impacts. Further information is provided in the Cumberland Development Control Plan
Council-related development applications	Manage conflicts of interest that may arise in connection with council-related development applications where Council is the consent authority	Consult	Acknowledge community feedback and ensure these are input into Council's engagement evaluation report	<ul style="list-style-type: none"> • Management plan or statement of exclusion • Newspaper advertisements • Social media • Community newsletter • Website information • Fact sheets • Letters to impacted residents and businesses • Public exhibition • Surveys • Flyers and signage with QR codes to website information • Pop up consultation session 	28 days minimum public exhibition period for a council-related development application as per amendment of Environmental Planning and Assessment Act 1979

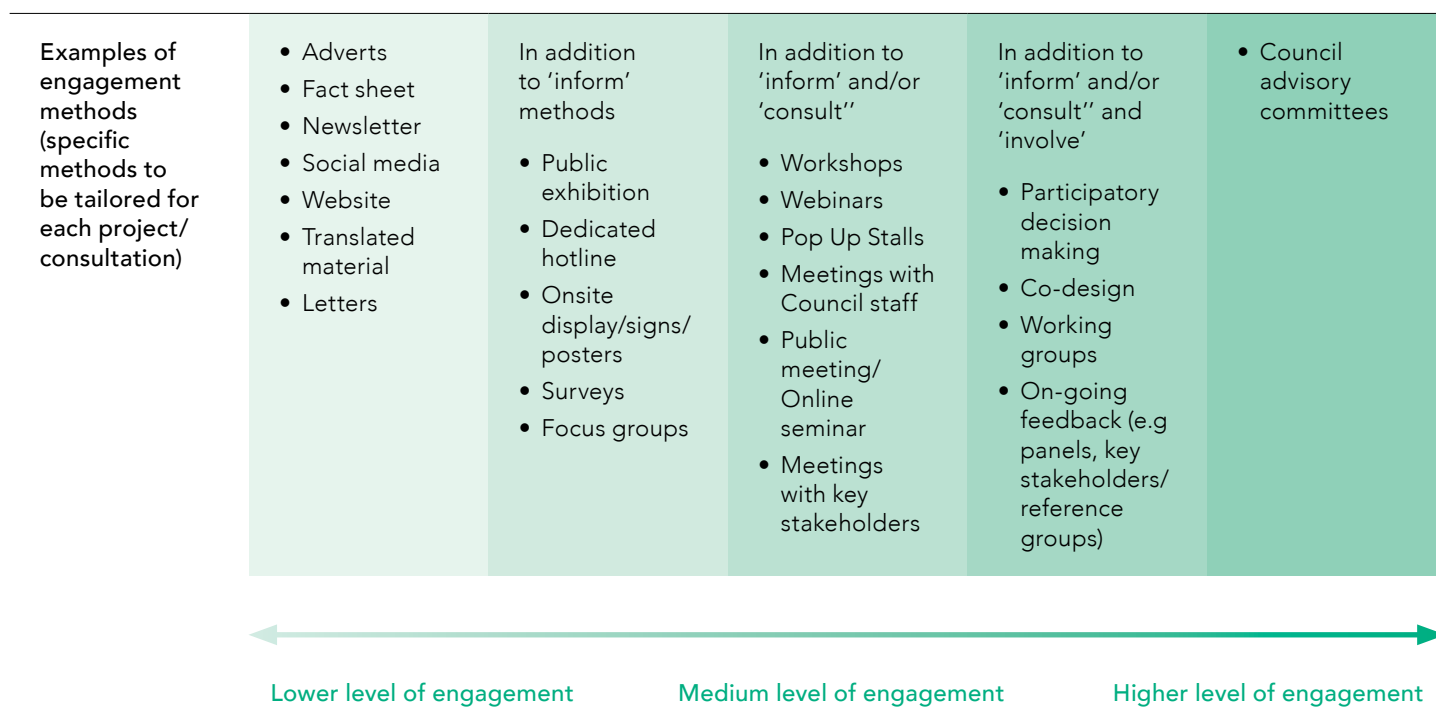
Notes:

Timeframes for engagement are in calendar days and include weekends and public holidays

For public exhibitions identified in this table, the period between 20 December and 10 January inclusive will not be included in the calculation of minimum exhibition periods

The potential for extension of public exhibition or engagement activities is at the discretion of Council officers with this delegation Refer to Clause 308 of the Environmental Planning and Assessment Regulation 2021 for specific notification requirements

Cumberland City Council is committed to transparent and meaningful community engagement. The figure below demonstrates how we will bring our 'commitment to the community' to life.





Help shape the future of Cumberland

Keep your way

Feedback and Public Exhibition/ Participation

What is Public Exhibition/ Participation?

Public exhibition/participation can be any process that directly engages the public in decision-making and gives consideration to public input in making that decision. This process is usually used when a draft document or proposed project is made available to stakeholders for comment and feedback.

The community, businesses and stakeholders are encouraged to provide feedback to Council, usually in the form of a written submission.

How will I Be notified?

Cumberland City Council is dedicated to closing the loop on engagement with our stakeholders. Although the level of engagement may differ between exhibited projects, Council is committed to:

- Keeping Council's Have Your Say Platform updated via a 'Stay Informed' section
- Advertise the public exhibition period via different channels
- Option for stakeholders to subscribe to the Cumberland Conversations Electronic Direct Mail (EDM)
- Via Council's Community Podcast 'Cumberland Conversations'.

Feedback

Council's Community Engagement Strategy is modelled on the International Association for Public Participation (IAP2) standard. The standards describe the important elements of any engagement process and developed in response to requests for a set of 'standardised principles'. A critical component is receiving feedback from our community stakeholders. Feedback for Council exhibitions can be submitted by:

1. Completing an online submission or survey via the Have Your Say platform, which can be found on the Cumberland City Council website www.cumberland.nsw.gov.au



2. Emailing Council via council@cumberland.nsw.gov.au
3. Posting your feedback by mail to The General Manager, Cumberland City Council, PO Box 42, Merrylands NSW 2160.

Council will capture the full name and contact details of the person submitting feedback as part of the process to ensure consistency in quality and support those carrying out the process. This also enables council officers to provide updates and outcomes to relevant stakeholders. Submissions that don't include information provided above or received through social media or other channels will be collated as a general sentiment as part of the engagement process.



Council's Community Engagement Strategy is modelled on international standards.

Inclusive Participation

Cumberland City Council recognises that some communities are 'harder to reach' as they may have barriers to participation, such as age, experience, language and accessibility. Council seeks to provide opportunity for these communities to participate and provide feedback by:

- Ensuring a variety of engagement methods are available
- Avoiding technical jargon and using easy to understand language
- Providing information in accessible formats
- Translating resources and information in key languages used in Cumberland City
- Ensuring venues are accessible
- Consider age appropriate engagement and participation activities

Aboriginal and Torres Strait Islander People

Cumberland City Council is committed to working closely with community, stakeholders and staff to create a culture of genuine and relevant engagement, both within our organisation and the community, inclusive of our Indigenous stakeholders.

Without genuine engagement of Indigenous people it will be difficult to meet the Council of Australian Government targets for overcoming Indigenous disadvantage. To achieve this, community engagement needs to develop a relationship built on trust and integrity and create a sustained relationship between groups of people working towards shared goals.

Culturally and Linguistically Diverse (CALD) Communities

Cumberland City Council boasts being the epicentre of modern multiculturalism, with a rich history and celebration of our vast multicultural and diverse communities. The data indicates that in 2022, 52.2% of people in Cumberland City were born overseas, compared with 36.7% in Greater Sydney. To reduce social inequality, it's essential that Council is responsive to the needs of our diverse communities. This includes a process which must start with engaging the communities themselves, to ensure our diverse range of voices are heard and considered during decision making.

Cumberland City Council aims to embed transparent and genuine engagement with our community and have taken steps in embedding methods set out by the Ethnic Community Services Co-operative as best practice. This includes:

- 1. Get to know our community** – resources as community profiles provide valuable information about who lives in our local community,
- 2. Take time to build trust** – for many CALD communities, personal connections based on trust are essential to building rapport. We will work in partnership with local community organisations that have links with the target community or connect with key community leaders who could help to promote our programs,
- 3. Assume nothing, Be curious** – We are committed to gaining cultural knowledge such as awareness of etiquette around gender and fasting days etc,
- 4. Communication matters** – Council is using interpreters and other translation methods to ensure language in brochures and forms is in plain English. Council will commit to exploring ways of making material available in different languages where appropriate. Council's main website and Have Your Say websites are also able to be translated through it's 'language' tab,
- 5. Reflect on your practice** – Council is committed to continuous improvement where we continually reflect on the ways in which our past experiences have affected our values and the way in which we work.

Young People

Council is committed to building a city that is welcoming and inclusive of young people. We provide opportunities for young people to become involved through youth led and co-design initiatives, online engagement and advisory committees/ youth groups.

Children

Listening to the voices of children in matters that affect them is about respecting their rights. Article 12 of the United Nations Convention on the Rights of the Child (1989) highlights that all must have respect for the views of the child.

This challenges historical stereotypes of children being innately vulnerable, dependent and having limited valid input in decision making. When considering child protection, child participation and involvement is considered a fundamental standard. Child Safe Standards, Standard 2 is 'Children participate in decisions affecting them and are taken seriously'. A child having a space to have their voices heard is an important strategy around keeping them safe.

Vulnerable People

We have vulnerable people that live, work, study and visit Cumberland City, including low income households, social housing tenants, the elderly, people with disabilities and people experiencing homelessness. We are committed to creating engagement opportunities that allow vulnerable and harder-to-reach groups to have their views heard.

Community Development

Community development principles tell us that community members are the experts in their lives and this is also true for all residents. Enabling community input into decision making also fosters the community's investment in the projects and outcomes.

Council is responsive to the needs of our diverse communities

52.2%

of people in Cumberland City were born overseas




31,803

people who spoke a language other than English at home reported difficulty speaking English

The process must start with engaging the communities themselves, to ensure our diverse range of voices are heard and considered during decision making





Part C: Implementation Approach

Objectives

Cumberland City Council actively strives to engage and listen to our diverse community through a variety of engagement methods. While engagement does not necessarily aim to achieve consensus amongst all participants, it is ideal for gaining a better understanding of critical issues and attitudes. An important part of engagement with

the community is that we ensure it is respectful and meaningful, we are clear about how feedback and input will be used to support decision making, and our engagement objectives are clear. In doing this, Cumberland City Council's Community Engagement Strategy seeks to deliver on the following key objectives:



Objective 1: Build capacity

Council will work closely with community, stakeholders and staff to create a culture of genuine and relevant engagement, both within our organisation and the community



Objective 2: Inform and involve

Council will create and promote inclusive opportunities for effective participation and collaboration for community members who live, work and play in Cumberland, and ensure our communities are engaged and informed

Action Plan

Objective 1: Build capacity

We will:

- Educate staff and stakeholders about community engagement and its use by Council
- Provide IAP2 or similar training to increase the capacity of staff when undertaking community engagement
- Build a whole of organisation approach to ensuring community engagement processes and procedures are included in our planning and delivery of programs, projects and services
- Embed community engagement into our organisation's culture
- Identify emerging methods, channels, tools and technologies to support engagement with our communities, business and stakeholders

Objective 2: Inform and involve

We will:

- Clearly communicate and promote engagement opportunities
- Develop partnerships and relationships with individuals, community leaders, groups, services and other agencies in Cumberland
- Create more opportunities for listening and to provide feedback
- Tailor engagement activities to our culturally and linguistically diverse communities



Objective 3: Accountable and transparent

Council will show how community and stakeholder participation was used to inform and influence decision making by closing the loop. Council will lead with integrity and ensure that we 'close the loop' on the outcomes of engagement



Objective 4: Continuous improvement

Council will implement a continuous improvement program, incorporating community and stakeholder input, to reflect evolving best practice and the needs of the community

Objective 3: Accountable and transparent

We will:

- "Close the loop" in a variety of ways, including public reports and email, with a focus on how feedback was considered
- Be transparent in reporting to the community on opportunities to be involved in Council's decision-making processes
- Ensure that decision making is responsive to the needs of residents and seeks to be receptive to their diverse opinions

Objective 4: Continuous improvement

We will:

- Continually develop and improve Council's community engagement practices and capacity through regular review and evaluation
- Gather feedback about the effectiveness of consultation and communicate outcomes to all stakeholders
- Undertake industry and market research to ensure that engagement is responding to local needs

Measuring our Success

Statutory roles and responsibilities

This Strategy reflects the various requirements for community consultation and engagement set out in the *Local Government Act 1993* (The Act). The Act defines the following roles and responsibilities:

- Councillors represent the collective interests of residents, ratepayers and the local community; and facilitate communication with the community
- The Council as a whole consults regularly with community organisations and other key stakeholders, and keeps them informed of its decisions
- The Mayor, as leader of the Council and as a community leader, promotes partnerships with key stakeholders. Together with the General Manager, ensures adequate opportunities and mechanisms for engagement between the Council and the local community
- The General Manager advises the Mayor and Council on appropriate forms of community engagement in different situations and prepares a Community Engagement Strategy

The objective of community participation plans is to provide transparency and accountability on project and policies being undertaken by undertaking consultation in an appropriate manner and timeframe.

Council is now legislated under the Children's Guardian Amendment (Child Safe Scheme) Bill 2021 to ensure children participate in decisions affecting them and are taken seriously. Core components of this include that children are able to express their views, and are provided opportunities to participate in decisions that affect their lives.

In supporting these roles and responsibilities, Council's Place and Engagement team will provide an end to end service to teams within Council to ensure quality and meaningful engagement on the range of activities undertaken, and subject matter experts being responsible for complying with legislative requirements and providing technical advice as part of engagement activities.

Evaluation

Progress in measuring and implementing Cumberland City Council's Community Engagement Strategy is essential in order to identify areas for improvement and will be done in a number of direct and indirect ways.

Council will report quarterly on its effectiveness in implementing its outlined goals and objectives and show progress towards set targets.

As well as the above reporting in line with our Community Strategic Plan, Council has diverse methods of evaluation and assessments to ensure accountability of the outcomes of the Community Engagement Strategy. These include but are not limited to:

- Reviewing the Community Engagement Strategy at the start of each term of Council
- Commissioning periodic audits to check progress against the objectives identified in this strategy and community feedback
- Using information from surveys by Council with the community to assess the effectiveness of engagement being undertaken in Cumberland City
- Providing an annual evaluation which reviews participation levels in engagement activities

Community Participation Plan

This Strategy serves as Council's Community Participation Plan (CPP) in accordance with the *Environmental Planning and Assessment Act 1979*, Division 2.6 and Schedule 1 and applies to the exercise of planning functions by Cumberland City Council and other relevant consent authority's of the LGA.

Council will undertake public notification of determinations and reasons for decisions for development consents, modifications and reviews as required by Schedule 1. This Strategy will be reviewed periodically.





CUMBERLAND
CITY COUNCIL

Cumberland City Council

16 Memorial Avenue, PO Box 42, Merrylands NSW 2160

T 8757 9000 **F** 9840 9734 **E** council@cumberland.nsw.gov.au

W cumberland.nsw.gov.au  [cumberlandcitycouncilsydney](https://www.facebook.com/cumberlandcitycouncilsydney)