

## **TERMS OF REFERENCE**

### **ONLINE COMMUNITY ENGAGEMENT NETWORK**

#### **PURPOSE**

The City of Wanneroo's Online Community Engagement Network is a new service providing the opportunity for community members to register their interest to find out about upcoming engagement activities and receive updates on the status of consultations in progress and outcomes.

*Note: This document is for internal purposes only to ensure all Service Units are across this new initiative before it is implemented.*

#### **OBJECTIVES**

- To create a contact register of community members who choose to be informed about local engagement activities or around specific themes/topics of interest
- To encourage, support and provide opportunity for community to participate in engagement through providing information and promotion of engagement activities
- To provide relevant Service Unit contact details of community members who want to be informed about upcoming engagement activities relevant to their Unit's activities
- To use the Network as a sounding board for feedback on the City's Engagement approach and online *Your Say* Community Engagement Hub
- To improve connectivity and direct links to people interested in being engaged.

#### **MEMBERSHIP**

Membership is open to people who live, work in, or visit the City of Wanneroo.

#### **SCOPE AND LIMITATIONS**

The Network is simply a group of people who have opted to receive community engagement communications from the City. It is not a committee or working group. Members have no official role, but will be notified of the opportunity to have a say and get involved in upcoming consultations.

The vision is to make this a self-service, with members able to manage their own subscriptions for projects, local area information, topics of interest, corporate and project newsletters. In the short-term, this will be a manual process, as outlined in the Membership Management section.

#### **BENEFITS**

This initiative supports the City's Strategic Community Plan 2017/18 to 2026/27 and Corporate Business Plan Review 2017/18 to 2020/21 pillar and outcomes – *CIVIC LEADERSHIP – Working with others - engage, include and involve community.*

The benefits include:

- Informed decision-making based on community involvement
- Better outcomes for the City and communities
- Identification of concerns, risks, opportunities, options and solutions
- Participants are more likely to accept and support decisions
- Enhanced image and reputation, if engagement is genuine and effective.

## FREQUENCY OF INFORMATION

Online Community Engagement Network members will receive:

- Ongoing: Updated information on engagement opportunities through the City's *Your Say* Community Engagement Hub (City driven activity)
- Ongoing: Opportunities to have a say on line or ask questions on major projects through *Your Say* (member driven activity)
- Monthly: City e-Newsletter, which will include a regular section on community engagement (City driven activity)
- As required: Email updates or invitations to participate in coming engagements for major projects, initiatives or events (City driven activity)
- Annually: Report summarising engagements carried out during the year and thanking participants for their contributions (City driven activity)
- Annually: Email to check that members want to remain on the Network and that their contact details are up-to-date (City driven activity)

## MEMBERSHIP MANAGEMENT

The Online Community Engagement Network membership will be managed as follows:

1. The opportunity to join the network will be promoted regularly through the City's communication, marketing and event channels.
2. To join, members will be directed to the City's *Your Say* Community Engagement Hub, where they can sign up using an online form in the City's Campaign Monitor e-News system.
3. Registration is self-service and, during this process, new members can also subscribe to other City e-Newsletters.
4. Through Campaign Monitor and depending on their subscription preferences members will receive the monthly City e-Newsletter, and email updates on selected projects. Through all communications, members will have the option to unsubscribe, which will automatically remove them from the City's distribution lists in Campaign Monitor.
5. On an annual basis, members will receive an email thanking them for their membership, asking them for feedback, and checking that they wish to remain on the Network. Those who wish to continue will be asked to confirm if contact details and subscription preferences are up-to-date.

## REFERENCES

This document should be read in conjunction with the following:

- *Coming Community Engagement Activities Briefing Note – TRIM 18/289479.*
- [\*Your Say Rules of online engagement\*](#)