

Our Vision

The Shire of Northam is a vibrant growing community that is safe, caring and inclusive. We are recognised as a community that values our heritage, preserves our environment and promotes our commerce.

Our Mission

In order to achieve our Vision the Shire of Northam has established an organisational Mission commitment, which is:
To deliver responsive, sustainable services in a manner that preserves and enhances our environment and lifestyle whilst respecting our heritage and facilitating economic growth.

Situation Analysis

In June-July 2019, the Shire of Northam administered a MARKYT® Community Scorecard to evaluate community priorities and measure Shire's performance against key indicators in the Strategic Community Plan.

Scorecard invitations were sent to all households and PO Boxes using Australia Post unaddressed mail. Invitations were also emailed to all contacts in the Shire's customer database. The Shire offered supporting promotions through its communication channels.

792 residents completed a scorecard representing an approximated response rate of 20% of households.

A further 35 Shire affiliated respondents participated bringing the total to **827 respondents**.

From the responses provided, the Shire of Northam scored as follows in areas relating to communication:

| Category | Shire of Northam | Industry high | Industry Average |
|--|------------------|---------------|------------------|
| The Shire of Northam has developed and communicated a clear vision for the area | 26 | 61 | 34 |
| How the community is consulted about local issues | 40 | 63 | 46 |
| The Shire clearly explains the reasons for its decisions and how residents' views have been taken into account | 19 | 39 | 27 |
| How the community is informed about what's happening in the local area (including local issues, events, services and facilities) | 44 | 69 | 53 |
| Shire's website | 51 | 68 | 57 |
| Northam News – the Shire's monthly newsletter | 50 | 75 | 62 |
| Social media presence on Facebook | 48 | 66 | 53 |
| Customer service | 53 | 79 | 62 |
| How local history is preserved and promoted | 49 | 79 | 59 |

In 2018/19, the Shire of Northam spent approximately \$293,308 on communication and marketing initiatives. This included an extensive review and redesign of the Shire of Northam website which totalled approximately \$16,886. The communication and marketing efforts were undertaken across a range of platforms including:

- Radio
- Newspaper
- State Law Publisher
- Mail outs
- Social media
- TV monitors
- Mail Chimp
- Telephone
- Street banners
- Signage
- Notice boards
- Face-to-face
- Emails
- Printed material
- On hold messages
- SMS
- Community newsletters
- Digital message boards
- Community workshops

Our Aspirations

To use best practice principles to involve our community in our decision making process, creating two-way conversations that engage them on what we are doing before we do it, and enables their feedback to influence our decisions.

| | Inform | Consult | Involve | Collaborate | Empower |
|----------------------------------|--|--|---|---|--|
| Public Participation Goal | To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions. | To obtain public feedback on analysis alternatives and/or decisions. | To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered. | To partner with the public in each aspect of the decision including the development of alternatives and identification of the preferred solution. | To place final decision making in the hands of the public. |
| Promise to the Public | We will keep you informed. | We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision. | 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. | We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible. | We will implement what you decide. |

© International Association of Public Participation's IAP2 framework

Target Audience

- Residents
- Local businesses
- Developers relevant to us
- Surrounding communities
- Wider Perth metro area
- Staff
- WA Local Government Association
- State Government, it's agencies and politicians
- Federal Government, it's agencies and politicians
- Media – both local and mainstream
- Prospective visitors & event attendees
- Prospective new residents & investors

Measurement of Success

The Shire of Northam will measure the success of the Communication Strategy and Action Plan through the biannual Community Scorecard.

An Action Plan will support this Strategy and allow us to monitor and report against our Objectives and Priorities.

ACTIONS

1. INFORM

Action 1.1 - Produce regular media releases that are well written and proactively sharing the Shire of Northam's news and decisions.

Action 1.2 - Regularly promote the Shire's website and social media platforms as primary sources of information.

Action 1.3 - Review the functionality and structure of the Shire's website annually.

Action 1.4 - Use social media and email as cost effective communication channels.

Action 1.5 - Ensure content is tailored to target audiences and communicated through channels suitable for the various audiences and demographics.

Action 1.6 - Annually update the Shire of Northam's Investment & Education Prospectus.

Action 1.7 - Provide responses to media that meet news deadlines.

Action 1.8 - Distribute a monthly newsletter and Quarterly Report via the Shire's e-newsletter mail list.

Action 1.9 - Prepare a quarterly newsletter on progress against budgeted projects and Shire objectives.

Action 1.10 - Update development video bi-annually.

Action 1.13 - Prepare individual marketing plans for all events and projects.

Action 1.14 - Establish a process to periodically monitor and evaluate the Shire's communication activities.

Action 1.15 - Prepare & implement annual marketing & communication calendar.

Action 1.16 - Adopt the 'Ready.Set.Go' design style as our main communications brand.

Action 1.17 - Build on the 'Ready.Set.Go' brand.

Action 1.18 - Communicate the best way to contact the Shire.

Action 1.19 - Undertake two mail outs each year for the Shire of Northam newsletter and quarterly report.

2. CONSULT

Action 2.1 - Engage with the community through electronic platforms prior to budget adoption to seek the communities views on projects identified for funding and Shire's budget priorities.

Action 2.2 - Develop community plans in consultation with the community through workshops and digital platforms.

Action 2.3 - Undertake a bi-annual community satisfaction survey using mail outs and digital platforms.

Action 2.4 - Train staff and Council to implement and follow best-practice engagement procedures.

Action 2.5 - Maintain a current and relevant Customer Service Charter.

Action 2.6 - Consult with the community through digital platforms for all Shire of Northam major projects.

Action 2.7 - Seek community feedback through digital platforms on the Shire's policies and plans.

Action 2.8 - Explore digital opportunities to engage the community effectively through a variety of technology and web opportunities.

Action 2.9 - Seek community feedback on topical items through digital platforms.

3. INVOLVE

Action 3.1 - Obtain feedback from the community on matters that impact them.

Action 3.2 - Hold a series of workshops with the community when reviewing the Strategic Community Plan for the Shire.

Action 3.3 - Respond to the community members where feedback has been provided advising how their input has influenced the decision.

Action 3.4 - Regularly promote the Shire's customer request (ICS) process including mechanisms to report an ICS.

Action 3.5 - Maintain a 'Have Your Say' portal on the Shire of Northam website.

Action 3.6 - Encourage community input into local government elections, including nominating for Council.

4. COLLABORATE

Action 4.1 - Establish advisory groups where possible to partner with the community in decision making, including the development of alternatives and solutions.

Action 4.2 - Advertise for community membership on Shire committees after each local government election or when a vacancy becomes available.

Action 4.3 - Build strong and effective relationships with the media at all levels.

Action 4.4 - Build strong and effective relationship with the Shire's business community.

Action 4.5 - Build strong and effective relationships with key stakeholder groups including businesses, community, aboriginal, government, youth and seniors.

Action 4.6 - Work with the community and key groups to achieve positive outcomes that are consistent with the objectives of the Shire's Strategic Community Plan.

Action 4.7 - Provide annual community grants to help achieve the objectives of the Shire's Strategic Community Plan.

5. EMPOWER

Action 5.1 - Explore ways to empower the community to participate in our decision-making processes.

Action 5.2 - Ensure the community is aware of Electors Special Meeting and General Meeting process.

Action 5.3 - Where legislation and circumstances permit, endorse the decision of the community through undertaking polls.