



Community Visioning With EngagementHQ

How to Use
EngagementHQ

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Granicus Australasian office is based in Carlton, Victoria, on the lands of the Woiwurrung (Wurundjeri) peoples of the Kulin Nation. We pay our respects to elders past, present and emerging across Australia.



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Capturing Community Aspiration

Part One

What is community visioning?

Community visioning is a collaborative process of giving the people who live, work and play in a place the opportunity to have a say about what they want their community to be like in the future.

Broadly, community visioning takes into account:


- the things people love about their community and want to retain
- the challenges and issues they want to address and solve
- new aspects they'd like to see become a part of their community fabric.

Through this process, a community might imagine **what it wants to be like in a few years**, or it might look ahead to 20 years and even beyond.

Community visioning can result in a 'big picture' statement, a series of statements, or become the heart of a detailed community plan.

What are the outcomes?

The process creates a shared community vision that is aspirational and forward thinking. It provides a **blueprint to guide key decisions about that community**, particularly those made by government. It can also help guide how services and products are provided by community-based and non-government organisations, and how developers and other investors shape and contribute to that community.



Undertaking a collaborative community visioning process ensures the future you're working towards as a government is the one your community wants.

Why is community visioning important?

Undertaking a collaborative community visioning process ensures the future you're working towards as a government is **the one your community wants**.

It gives your community a voice, engages locals of all ages and from all walks of life in decision-making, and builds trust. Community members feel heard and valued. Bringing people together to share ideas and imagine a new future also builds community pride and social cohesion. It strengthens community identity and the vision can underpin your community brand and how you market and promote your community.

A community vision also helps guide government investment and planning in the short and long term, which can then be measured in light of progress towards the vision.

When is the right time to do community visioning?

Community visioning is often prompted by one or more of the following:

- An election cycle, where an incoming elected body wants to check in with the community on strategic direction.
- A change impacting your community, e.g. rapid growth, boundary change, an economic shift, social challenge or changing demographic profile.
- The need to consolidate and refocus a large number of existing or outdated strategies.

For local governments, community visioning can play a critical role in corporate and strategic planning, land use planning, developing short and long-term budgets, and short and long-term planning for infrastructure and services.

Things to consider (challenges and issues)

What do you want to achieve through community visioning?	<ul style="list-style-type: none"> • What will you do with the resultant vision? What decision-making specifically will it influence? • What is your time horizon for your community vision (five years, 10 years, 20 years?) • Will it guide the current political term or span multiple political terms? • What does your community need to know to be able to meaningfully participate in the process? (What are your key messages?)
How well do you know your community?	<ul style="list-style-type: none"> • Who are your primary and secondary stakeholders? • Who are your 'communities within community'? (Consider demographic, geographic, cultural and ability factors). • How do your communities like to be engaged? • What are the best methods to connect with each segment of your community? (Consider all touch points across your organisation)
How much time do you have to deliver community visioning?	<ul style="list-style-type: none"> • What level of engagement is realistic with the time available?
How much budget do you have/need?	<ul style="list-style-type: none"> • Will your engagement occur predominantly online or will you also need budget for community-based activities? • Do you need budget for marketing to connect with your communities (digital content, printed material, social media campaigns, posters, billboards etc.)?
What resources do you have available?	<ul style="list-style-type: none"> • Do you have the expertise and capacity to deliver community visioning in-house? (Consider all elements, including engagement planning, content creation, online and in-person engagement activities, communication and marketing etc.) • Do you have an online engagement platform? Does it have the tools you need to effectively deliver community visioning? Can it provide detailed data? • Who will undertake analysis of the data gathered from the community? • Who will articulate the community vision based on engagement outcomes? • Who will be responsible for monitoring, measuring and reporting on outcomes once the vision is adopted?
How will you involve your elected representatives?	<ul style="list-style-type: none"> • Your elected representatives can be an excellent resource during community visioning. What information and tools do they need to support and contribute to the visioning processes?

You need to be able to tell your community:

- Why you are undertaking community visioning
- What it means for your community
- What the process will be
- How your community can get involved
- How long the process will take
- When and how you will communicate with them along the way

The process

Broadly, community visioning involves answering five key steps to determine:

Where are we now?	An inventory of current assets, opportunities and challenges
Where are we going?	Future scenarios based on current those assets, opportunities and challenges
Where do we want to be?	Preferred future, based on share values and aspirations
How do we get there?	Decisions and actions required to make the vision possible, with clear indicators and measurements
Are we making progress?	An overview of performance (through monitoring and reporting) and opportunity to recalibrate actions as necessary

A platform for collaboration and advocacy

Having a clear community vision helps government organisations (and elected members) better represent their communities because they understand what is important to them from a 'big picture' perspective.

Community visions often transcend the remit of the level of government (or organisation) that helped create them.

This then identifies areas where advocacy to, and/or collaborative efforts with, other levels of government or other stakeholders may be required to deliver particular elements of the vision.

Community visioning methods

Broad: Community-wide, **highly accessible engagement** that enables everyone who wants to be involved to do so, in a way that works for them.

Targeted: Focused conversations with particular groups, segments or stakeholders, via interviews, forums or panels.

Deliberative: A specially convened, representative and informed panel of citizens who play an active role in decision-making.


EngagementHQ tools for community visioning

Engagement HQ provides a range of tools and widgets that help create trust and transparency in your community visioning process.

Open Environment	Participants can engage with each other and see all contributions
Forum	A safe and interactive space for your community to discuss and debate pertinent issues.
Ideas	Virtual post-it notes that provide a way for your community to share what inspires them.
Places	Gather feedback and photos directly on a map with a simple “pin” drop.
Mixed Environment	Participants can see other contributions but can’t interact
Stories	Help your community better understand, empathise, and relate to others and your project.
Guest Book	Simple, streamlined, and moderated space for your community to upload comments.
Q&A	Receive questions in a managed space that accommodates your public or private responses.
Controlled Environment	Participants can’t engage with each other
Polls	Ask a single question and get immediate insight with this quick and targeted tool.
Surveys	Encourage your community to voice their opinions in a convenient and guided way.

Analysing your data

EngagementHQ provides purpose-built **reporting and analytics tools** that help identify key themes and outcomes from your visioning exercise.



Bringing people together to share ideas and imagine a new future also builds community pride and social cohesion.



How to Run a Community Visioning Process Using EngagementHQ

Part Two

Pre-Engagement

What Community Data do you Already Have?

Review the data that you have collected through various engagement activities since your last community visioning process. If you haven't run a community vision process, use the last three to four years of community engagement data to understand community views, perceptions and sentiment.

What other data insights and statistics do you have access to in regards to global trends, population forecasts, economic growth? Where can you identify challenges and opportunities for discussion with the community?

Purpose

- To establish project priorities, build interest in the engagement and help inform your community of the importance of this consultation.

Deliverables

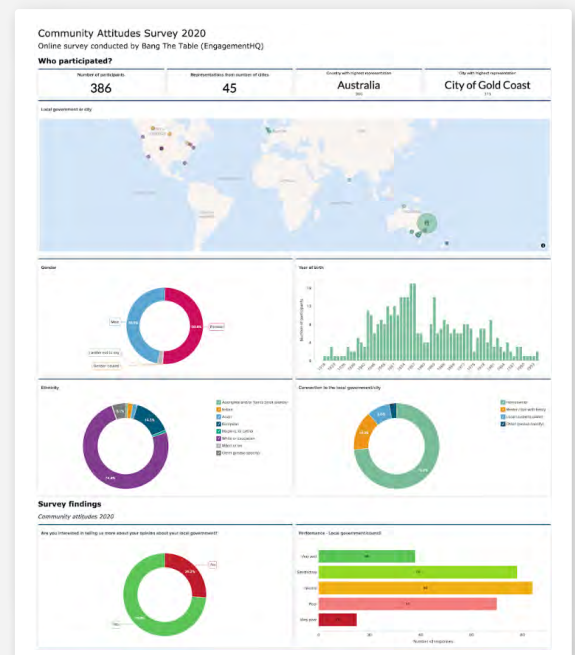
- Launch EngagementHQ Project Page with information about upcoming consultation and the community visioning process.
- Begin promotion ensuring reach with diverse representation across the community.
- Publish ideation tool to explore priorities for the project.
- Capture vox pop interviews with public and develop promotional video.
- Host an online or community-in-person launch event with the recording uploaded to the project page for those unable to attend. The event aims to promote the engagement and to share ideas about the community vision as well as explaining the community engagement process.

Key Questions/EngagementHQ Tool

- Ideas:** What should Council prioritise in delivering the Community Vision 2030?
- Video Widget:** for sharing the Promotional Video and recording of the launch event.

Stakeholders

- Internal Council staff members
- Community members at large
- Elected Council members
- Community leaders and key stakeholder groups



Futureville - Your Vision for the Future

nadine
6 months ago

Creating more local community edible gardens

Example: Rushall Garden in North Fitzroy. Photograph: Rushall Ga...

1 Comment 1

0 Comment 0

fay
6 months ago

a container deposit scheme for all cans and bottles with encouragement with a rewards system set up in already used council spaces . nearby utilising either parks or some council spaces.

0 Comment 0

0 Comment 0

Lyn
6 months ago

The removal of factories in our suburbs is essential. Our land values are really high yet we have unsightly, noisy, dan...

0 Comment 0

0 Comment 0

nadine
6 months ago

Encourage Commercial owners in Stonnington to use renewables

0 Comment 0

0 Comment 0

Shaping Stonnington - Community Vision 2040

Blue-sky thinking

What does our Community Aspire to?

To help organisations set a long-term strategy they need to know where they are going. Involving your community to help set that tone requires them to think big.

We often see organisations ask the simple question: “What is your vision for the City’s future?” While this is big thinking, it is vague and can have a detrimental impact of the value of submissions. Organisations should provide guidance on the development of the vision and where the areas of influence are versus non-negotiables.

Purpose

- To establish the scope of the vision and encourage community input from all angles whilst maintaining focus for the project.

Deliverables

- Update EngagementHQ Project Page with new information about consultation phases and the community engagement direction.
- Develop a set of Frequently Asked Questions to help the community understand what a community vision is and the community engagement process.
- Activate SMS engagement through Bang the Table’s partnership with **Message Media** allowing community to SMS their thoughts to a dedicated phone number.
- Include offline community engagement opportunities such as sending postcards and pop up community sessions.

FAQ

What is a Community Vision?

What is the relationship between a Community Vision and the Council Plan?

How will the Community Vision be developed?

How did Council design the Engagement Process?

Who will be involved in the engagement?

What will the Community Vision be used for?

What will the engagement activities cover?

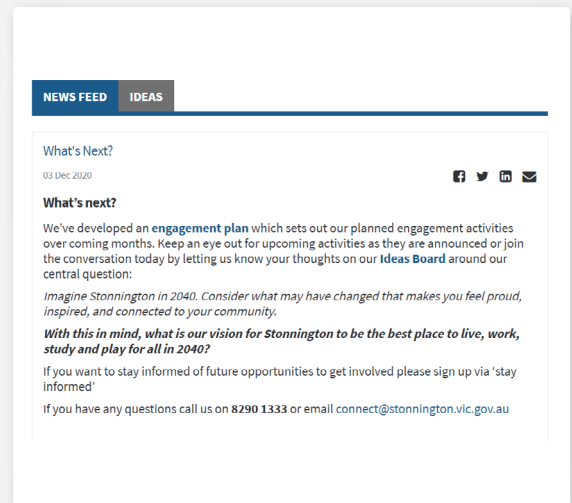
How do I get involved?

Have Your Say Gleneira – Community Vision

- Thorough stakeholder mapping to ensure hard to reach stakeholder groups are included.
- Build on promotion and incorporate the SMS phone number in key community places and channels of promotion.
- Publish Stories tool.

Key Questions/EngagementHQ Tool

- How have recent events changed your vision for your community and what do you want from your City to realise this vision?
- **Stories:** Incorporate videos, drawings and imagery to encapsulate community sentiment and feelings around the future vision.
- **Newsfeed:** Summarise and share the key themes that emerged from the Ideas Board in the engagement prior. Inform the community on what to expect in the next phase.



Shaping Stonnington - Community Vision 2040

Targeted Questioning

Gathering Insights, Capturing Key Themes and Community Focus Areas

After analysis of submissions received during the blue-sky thinking phase, you need to establish questions to draw deeper insights from the community.

Surveying the community goes beyond setting up the questions and opening a survey form online for input. We recommend organisations utilise a number of channels to ensure the widest reach. Consider conducting phone interviews and input the data into the same survey tool whilst on the call, host community pop up sessions and survey via iPads, **incorporate SMS** options and think about incentives to encourage community participation.

Purpose

- To ensure broad participation and diversity of views on key areas and recommendations for developing the Draft Community Vision.

Deliverables

- Update EngagementHQ Project Page with new information about consultation new phase.
- Design survey questions to stimulate active robust thoughts and that aligns with your reporting approach. Consider how much time you have for data analysis and handling open-ended question responses.
- Activate SMS engagement to give your community an option to SMS to get involved in the Survey.
- Publish the Survey tool using conditional and skip logic to ensure the user experience is easy and simple.
- Develop a comprehensive promotional strategy with multiple channels for hard to reach groups.
- Add offline feedback received into the appropriate online tools for transparency on what is being heard.

Key Questions/EngagementHQ Tool

- What areas should Council focus on and prioritise to achieve the vision?
- What should Council advocate to other stakeholders for?
- **Survey:** use a variety of different question types; consider images, video introductions and the length of the survey.
- **Newsfeed:** Summarise and share the key themes that emerged in the Stories tool. Establish the importance of feedback via the Survey as the next step is to collate into a draft community vision.

Exhibiting the Draft Community Vision

Have You Captured Your Community's Aspirations?

Your community are being asked for their input providing a diverse set of perspectives, views and ideas. While the community visioning process begins at a broad level, it aims to arrive at a clearly defined point, encapsulating all aspects and communities into a shared vision.

Facilitating transparency with how the shared vision has been developed and providing an opportunity to review via a draft builds trust with communities and demonstrates that their time and input is valued and that they are being heard.

Purpose

- To check in and ensure your organisation is correctly understanding; collating what is being heard.
- To provide opportunity for your community to reflect and provide their suggestions to adapt and adjust the vision before the final version is adopted.

Deliverables

Update EngagementHQ Project Page ensuring the key documents are easily accessible and hyperlinked as well as being displayed in the Document Library.

- Develop a Quick Poll to gather community opinion on the Draft overall.
- Activate the integration with **Konveio** (add-on) allowing community to comment directly on the draft community vision document and you can respond to recommendations and feedback directly.
- Publish Quick Poll tool to explore community feelings around the Draft Vision.
- Publish the Draft Vision in the Document Library alongside a more detailed summary report of what has been heard so far and demonstrate where changes have been incorporated.

[READ AND COMMENT ON DRAFT](#)
[QUESTIONS](#)
[UPLOAD WRITTEN SUBMISSIONS](#)

Read and comment on the draft policy

The Draft Community Engagement Policy is open for public comment from Tuesday 22 December - Sunday 17 January 2021.

Please read the Draft Community Engagement Policy and use the comment function to tell us what you think:

- What you like
- What you think could be improved
- Other comments you have about the draft policy.

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Click anywhere in the document to add a comment. Select a bubble to view comments.

COMMUNITY ENGAGEMENT POLICY

Community Engagement Principles*	Hume City Council's commitment
(c) participants in community engagement must be representative of the persons and groups affected by the matter that is the subject of the community engagement	We will identify participants and groups, and encourage participation by all who may be impacted by the project or decision. We will use a mix of communication, outreach and engagement activities to ensure those who are impacted are informed and are supported to participate in decision making processes.
(d) participants in community engagement are entitled to reasonable support to enable meaningful and informed engagement	We will design engagement activities that are inclusive and accessible, and make reasonable adjustments where necessary to remove barriers to participation. We will provide sufficient time to ensure those impacted can participate in a meaningful way.
(e) participants in community engagement are informed of the ways in which the community engagement process will influence Council decision making	We will inform participants of how their feedback will be used in the decision making process. We will report back to the community in a timely and straightforward way how community feedback informed the decision making process.

* Local Government Act 2020

6 WHEN WE WILL ENGAGE

6.1 Hume City Council will engage the community in decision making processes when:

6.1.1 A decision will impact on the community.

6.1.2 An issue will have a long-term impact on the community.

6.1.3 There is an action or commitment in a Council strategic document to undertake community engagement.

6.1.4 There is a legislated or statutory requirement.

6.2 There are legislated requirements for the community engagement approaches for some project types, as outlined in Table 2 below:

Project type	Community engagement approach
Community Vision*	Under the Local Government Act 2020 deliberative engagement practices are required to be used.
Council Plan**	
Financial Plan*	
Asset Plan*	

Policy Reference No. POL/2021/0001

Date of Adoption: 15/01/2022

Review Date: March 2022

Responsible Officer: Department

Organisational Performance and Engagement

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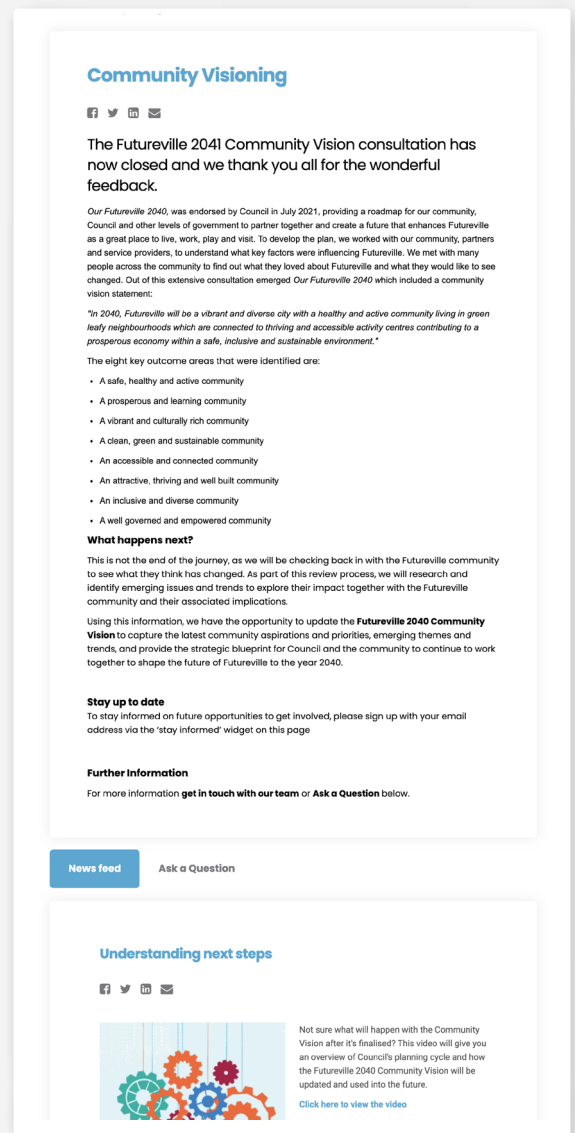
Powered by Konveio

Participate Hume - Draft Community Engagement Policy

- A diagram or infographic is a useful way to share the progress to date and a summary of feedback visually.

Key Questions/EngagementHQ Tool

- **Quick Poll:** Do you support the Draft Community Vision Council has developed with ratings poll options – Very Strongly Support to Very Strongly Do Not Support.
- **Konveio Integration:** to capture sentiment and commentary in context within the document. It can also allow community to comment with anything they may feel is missing.



EngagementHQ Demo – Community Visioning

Finalising the Community Vision

Sharing the Outcome and Where to Next?

The community vision should be based on the community recommendations to the greatest extent possible. In responding to the feedback throughout the process, particularly on the draft version, your organisation should clearly identify where a recommendation cannot be incorporated and clearly explain why.

Adoption of the final community vision by the organisation leaders and publishing of the document is not the final destination. We encourage organisations to clearly demonstrate the status as a living document with key direction of the continuing consultation, review and where there is flexibility to adapt and change.

Purpose

- Publishing the final document and reporting to organisational leaders and elected members to gain adoption.
- Providing the future direction builds shared responsibility for the evolving nature of the community vision.
- Outlining the continuing consultation opportunities builds trust in genuine ongoing engagement beyond adoption of the community vision at this point in time.

Deliverables

- Update EngagementHQ Project Page thanking everyone for participating and ensuring the final document is easily accessible and hyperlinked as well as being displayed in the Document Library.
- The final document should be widely promoted and publicised through various channels to ensure the community is aware of the final outcome.
- Compile the feedback received on the Konveio draft document into a clear, easy to read summary report.
- A diagram or infographic is an expedient way to summarise the roadmap from start to finish on the community visioning process and participation.

Key Questions/EngagementHQ Tool

- **Newsfeed:** to provide links to the final vision document, important summary reports, infographic and share updates on continuing consultation.
- **Custom Dashboards:** Custom reports take the inputs from each engagement tool used in your consultation and transform them into an interactive dashboard to help project teams and the community visualise your engagement.



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