

## 6.2 General Reports

### 6.2.1 Response to NoM 1083 - Enhancement of community consultation at Cardinia Shire Council

**Responsible GM:** Debbie Tyson  
**Author:** Debbie Tyson

#### Recommendation(s)

That Council:

1. After the consideration of the People's Panel models and associated costs outlined in this report, support a review of the current Engagement Policy to improve representation from all stakeholder groups including CALD, seniors, youth, people with disabilities, LGQBTI+ to ensure they are captured in Cardinia Shire Councils engagement practices.
2. Undertake a review with the previous panel recruited for the Council Plan and Vision in consultation with panel members. This feedback should be considered as part of the formation of the review of the Engagement Policy.

#### Attachments

1. Creating Cardinia demographics report Sept 2023 [6.2.1.1 - 4 pages]

#### Executive Summary

This report responds to Notice of Motion 1083 by Councillor Davies, being:

*That a report be tabled at the November 2023 Council Meeting for the enhancement of community consultation at Cardinia Shire Council, including 'People's Panel' models.*

In addition to the Notice of Motion this report responds to the Engagement Strategy 2022-26 Action Plan which identifies two actions relating to a People's Panel:

1. Year 1: Investigate opportunity to implement a People's/Citizen's Panel; and
2. Year 2-4: Implement People's/Citizens Panel.

Conversations have been held with five local Councils who have implemented a People's Panel to understand the various models, use, costs and associated administration.

A review of Councils current Engagement Policy has also been undertake to inform this report.

#### Background

Investigating the opportunity to implement a People's Panel is an action in the Engagement Strategy Action Plan and in line with the Notice of Motion 1083. This action from the strategy reflects:

- the identified need to engage a broader range of stakeholders which includes, but is not limited to, CALD, seniors, youth, people with disabilities, LGQBTI+ in Council decisions;
- the opportunity to ensure a People's Panel is inclusive of these stakeholders;
- the opportunity to utilise a People's Panel as a key stakeholder (in addition to other identified stakeholders) in Council's engagement to ensure broader representation of the community; and
- the opportunity to raise Council's profile and reputation for its engagement practices.

A comparison of five councils that undertake a Peoples Panel was undertaken with a range of models which differ in their approach along with associated costs for each model.

Similarities across most of the models include:

1. market research company used to recruit panel;
2. panel used for between 6-8 engagements per year;
3. facilitators used for engagement facilitation on large projects inc deliberative engagement processes (e.g. Council Plan, Asset Plan, Financial Plan);
4. incentives used for panel participants;
5. EFT allocated to manage and administer the panel;
6. recruitment of panel members has not focused on ensuring representation from specific cohorts e.g. CALD, seniors, people with disabilities etc.

The attached demographics report outlines on page 2 outlines the demographics of residents who have engaged with Council on a range of projects and initiatives through our online platform Creating Cardinia. As project officers facilitate face to face engagement with the community on their projects, the Engagement Team does not have details of demographics applicable to these face-to-face activities.

It is acknowledged that the implementation of a People's Panel will enhance engagement practices of Council by ensuring panel members represent a broad range of stakeholders and demographics that make up our community. Council's current engagement practices are underpinned by a strong Community Engagement Policy adopted by Council.

This policy already supports and encourages a range of face to face and online engagement activities having regards to available resources, level of impact and community interest in the decision and complexity of the initiative. Furthermore, Council's Project Management Framework has been amended to ensure projects consider engagement early and throughout the project lifecycle to ensure the community is engaged where appropriate.

In undertaking this review of the benefits of a People's Panel and Councils current practices, where engagement is required to our CALD and Access and Inclusion, it is recognised that strengthen the current policy will enable increase engagement to seniors, youth, people with disabilities and our LGQBTI+ community.

A recommendation of this report is to review the previous panel recruited for the Council Plan and vision in consultation with panel members. This feedback will be considered as part of the review of the current Engagement Policy.

## **Policy Implications**

This report aligns with Councils Engagement Policy and Strategy 2022-26 Action Plan

## **Relevance to Council Plan**

### **5.1 We practise responsible leadership**

5.1.1 Build trust through meaningful community engagement and transparent decision-making.

5.1.2 Manage our finances responsibly and leave a positive legacy for future generations.

## **Climate Emergency Consideration**

There are no climate emergency considerations as part of this report

### **Consultation/Communication**

Conversations have been held with five Councils who use a range of People's Panel models. These conversations have provided information about the recruitment methods, use of the Panels, use of facilitators, incentives, participant engagement, financial impacts and EFT required to administer a Panel.

### **Financial and Resource Implications**

The review of five existing Peoples Panels with like Councils has revealed that implementing a Peoples Panel will cost between \$130,000 to \$210,000.

The comparison undertaken shows that models differ and are not directly comparable, however the average costs associated with a Panel is \$150,000 per year excluding EFT.

In order to operate a People's Panel, commitment to additional resourcing will be required to ensure set up, maintenance, administration, training, liaising with facilitators and/or market research companies, day to day management and liaising with the panel etc. In addition, budget will be required to support the associated costs such as incentives, transport, catering, venue hire etc depending on which model and approach is considered. The Engagement Team is not currently resourced to administer and manage a People's Panel.

### **Conclusion**

The introduction of a People's Panel would improve Council's engagement practices, ensuring a broad range of community stakeholders are represented in its decision making

However in considering Councils current engagement practices, where we continue to aspire to meet the Council Plan initiative of 'Implement the Community Engagement Policy exceeding legislative requirements' and the costs and resourcing to implement a Peoples Panel, it is recommended that a review of the current Engagement Policy is undertaken to increase engagement to seniors, youth, people with disabilities and our LGQBTI+ community to meet the intent of the Notice of Motion 1083 and the requirements of the Engagement Strategy action plan.

## Creating Cardinia - People

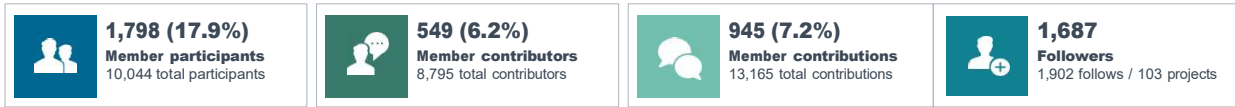
Report Type: My Projects

Date Range: 09-10-2019 - 11-09-2023

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### Summary

Information regarding registered Members of your site who have participated in your engagement activities. Participation is defined as Members who have made a contribution or 'followed' a project. All data is self-reported and may be subject to change as Member profiles are updated.

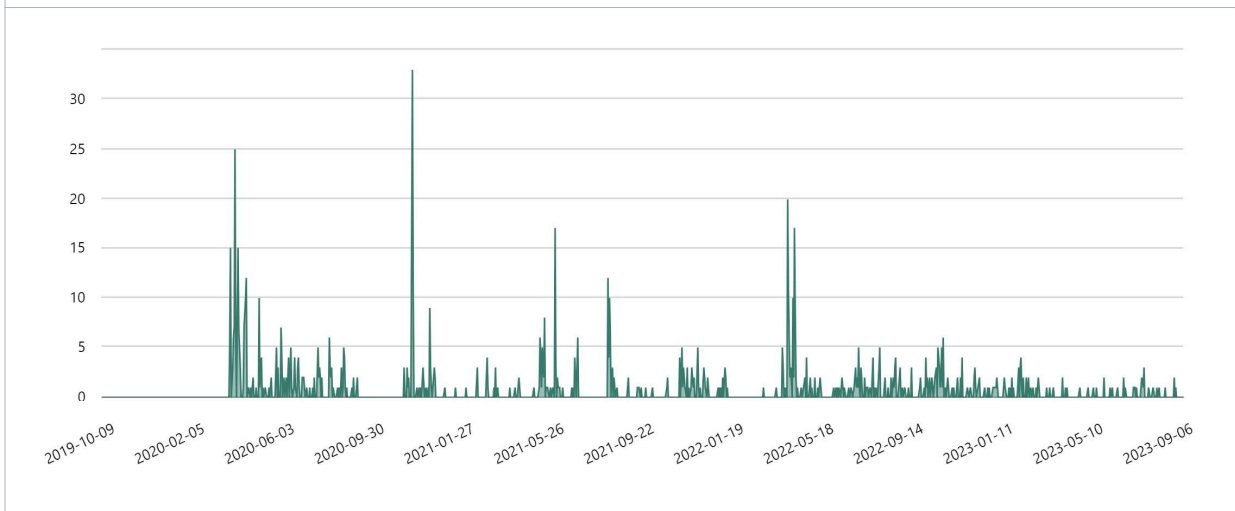


### Participation

Information regarding the participation of Members in your engagement activities over time.

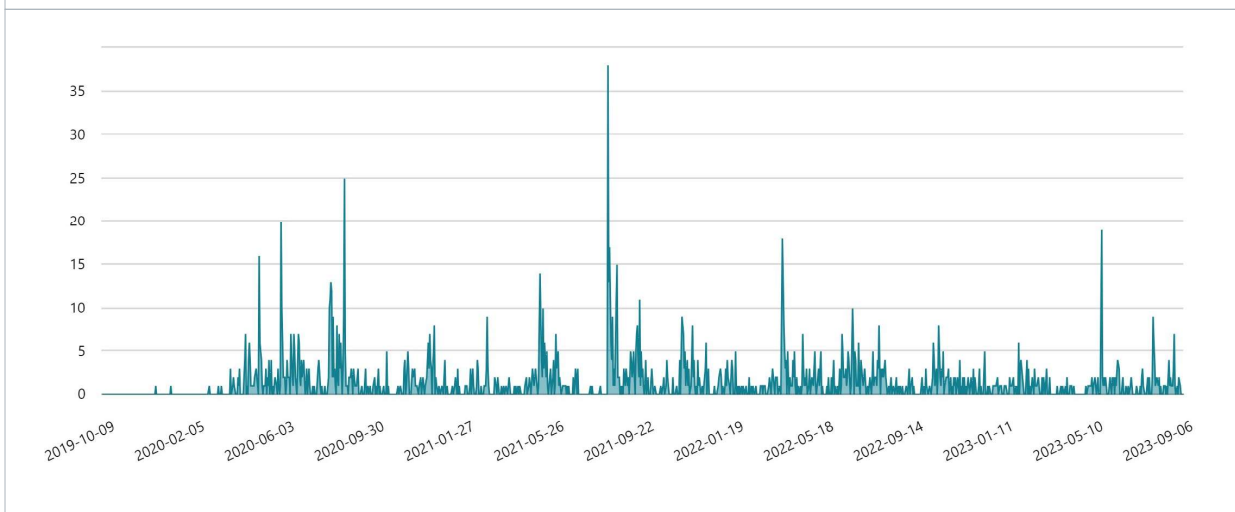
#### Member Contribution Activity

Data showing the contribution activity made by Members in your engagement activities over time.



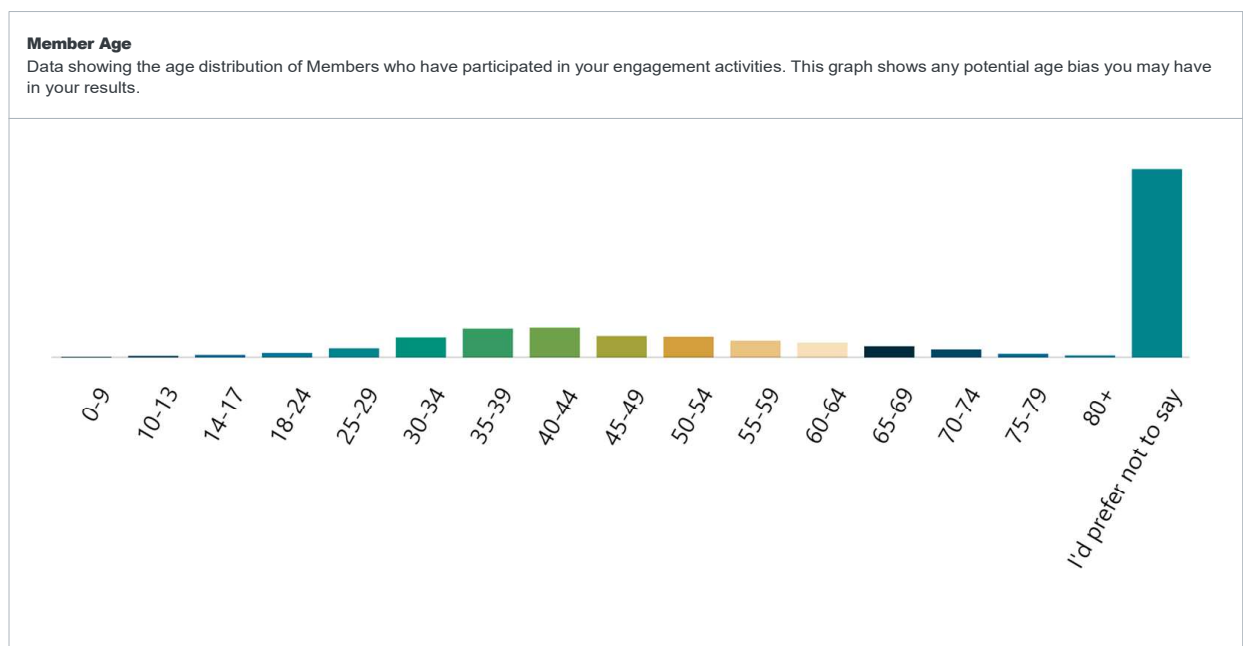
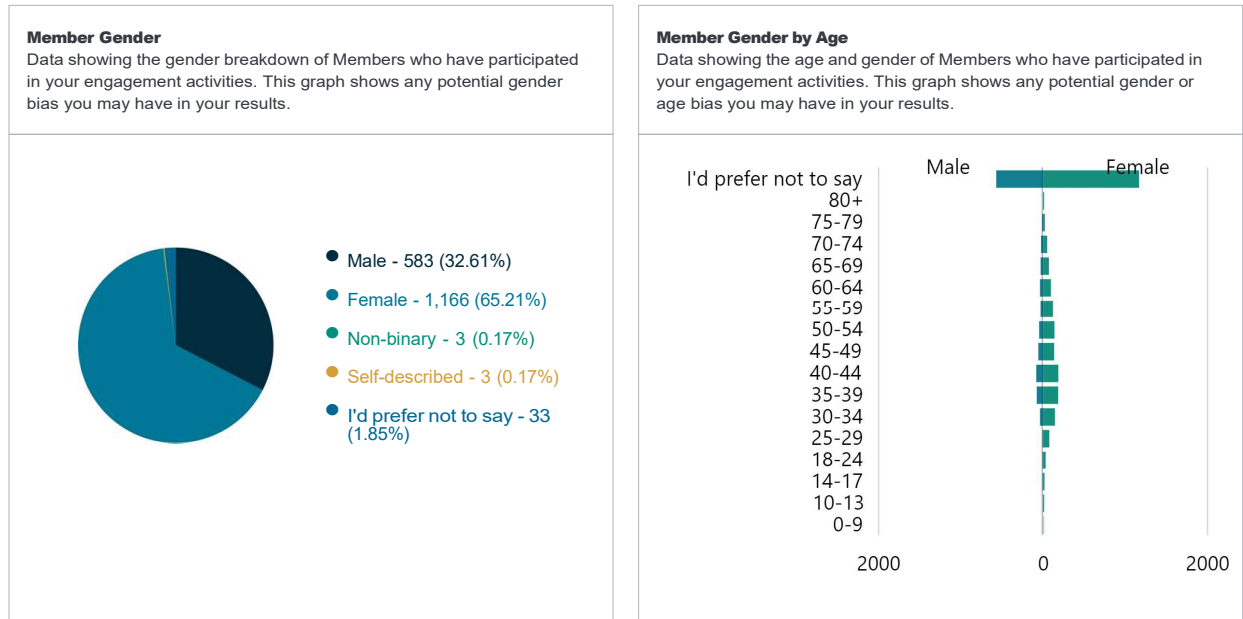
#### Follower Activity

Data showing the 'follow' activity of your Members over time. A single Follower may 'follow' multiple projects.



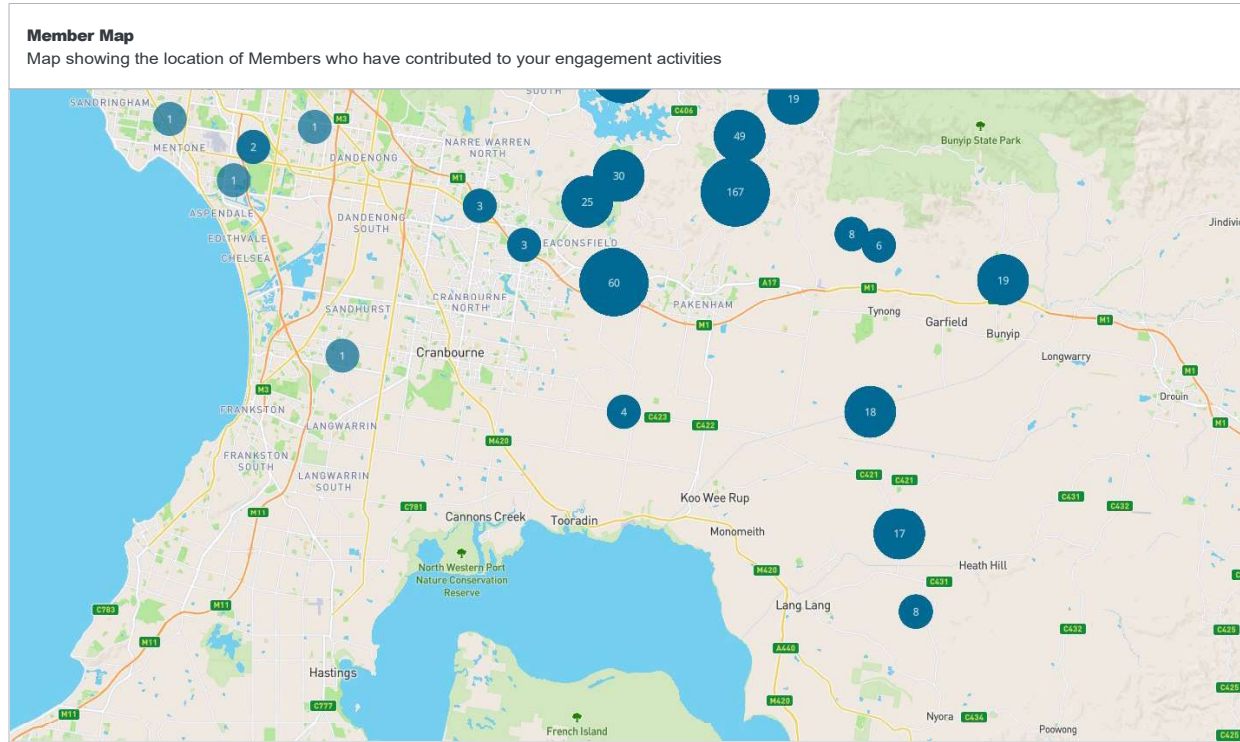
### Demographics

Information regarding the demographic characteristics of the Members who have participated in your engagement activities.



**Location**

Information regarding the geographic location (e.g. postcode) of Member Contributors who have participated in your engagement activities. The location is based on where the Contributor resides (as per their profile), rather than where the Contribution was made.



**Member Contributions by Location**  
Information regarding the location of Members who have made contributions in your engagement activity.

Location	Postcode	Contributors	Contributions	% Member Contributions
Pakenham Upper	3810	167	273	28.89%
Officer	3809	60	166	17.57%
Clematis	3782	67	81	8.57%
Mount Burnett	3781	49	81	8.57%
Beaconsfield Upper	3808	30	42	4.44%
Guys Hill	3807	25	33	3.49%
Cardinia	3978	4	30	3.17%
Gembrook	3783	19	26	2.75%
Tecoma	3160	2	25	2.65%
Yannathan	3981	17	23	2.43%

**Member Interests**

Information regarding the topics and location interests of Members who have participated in your engagement activities.