

## Scope

The City of Ryde is committed to delivering quality customer service and to communicating effectively with our community.

Council recognises through good communications and engagement it provides opportunities to participate in meaningful conversations with our community and is vital for successful planning and decision-making.

This Policy applies to all City of Ryde staff who inform and/or consult with community stakeholder groups such as, residents, businesses, ratepayers, community/sporting groups, schools, facility users, visitors etc.

## Purpose

This Policy aims to communicate and engage with the community on relevant projects, planning matters, initiatives and events to ensure all community stakeholders are informed, and where possible and appropriate, create meaningful consultation opportunities whereby community feedback is sought and considered as part of the decision-making process.

## Guidelines / Procedures

The implementation of this policy will:

- Advise and deliver planned and effective communications by utilising multiple mediums that are cost effective, innovative and wide reaching
- Seek out opportunities to communicate the many services, events and initiatives that the City of Ryde provides
- Raise awareness with our community stakeholders
- Liaise with our community stakeholders on relevant projects and planning matters to ensure those affected are informed
- Create genuine engagement opportunities
- Obtain useful community feedback that can be considered as part of the decision-making process
- Inform Council of the needs and aspirations of the community
- Build a co-operative and responsive relationship between Council and the community

We will achieve our objectives by:

- Informing the community of the projects, planning matters, initiatives and events that Council delivers, has a community impact or would generate community interest
- Meeting legal obligations of informing the public of exhibitions and notices
- Planning, advising and delivering succinct, appropriate, transparent and timely communications where possible
- Distributing communications through appropriate channels that meet the needs of the community across multiple mediums cost effectively where possible
- Facilitating community consultations that seek to provide the community with opportunities to obtain information, understanding and provide feedback
- Closing the loop with customers on how their feedback was used and considered
- Monitoring, reviewing, evaluating and continually improving our processes

Communications and Engagement Policy		
Owner: Communications and Engagement Department	Communications and Engagement	Policy Number: # <i>Provided by Governance</i>
Trim Reference: D10/	Review date:	Endorsed: Date and Authority

The City of Ryde understands the importance of communication and engagement and commits to the following principles:

- Our communications and engagement is planned, proactive and fit for purpose
- Our community interactions are genuine, respectful, inclusive and accessible
- Our approach is creative and engaging and acknowledges existing input/information
- Our delivery is timely, targeted, cost-effective and where possible sustainable
- Our language is clear, customer friendly and where possible translated
- Our process is transparent, consistent, strategic, accountable and regularly reviewed

As part of City of Ryde's commitment to communications and engagement, Council has a dedicated Communications and Engagement Department with a view that all Council communications and engagement with community stakeholder groups will be reviewed by this Department.

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## Definitions

Project	Means a project, issue, document/s, payment, expenditure, program or service
Inform	To provide the community with balanced and objective information on the projects, initiatives and events that Council delivers, has a community impact or generates community interest and/or to assist them in understanding any problems, alternatives and/or solutions.
Consult	To work directly with the community and obtain feedback on analysis, alternatives and/or a decision to ensure that community concerns and aspirations are consistently understood and considered when making decisions.

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## References - Legislation

City of Ryde – Code of Conduct  
City of Ryde – Customer Feedback Policy  
City of Ryde – Managing Unreasonable Complainant Conduct Policy  
City of Ryde – Email and Internet Use Policy  
City of Ryde – Media Policy  
City of Ryde – Social Media Policy  
City of Ryde – Anti-Discrimination, Bullying and Harassment Policy  
City of Ryde – Written Style Guide  
City of Ryde – Corporate Style Guidelines  
City of Ryde – Logo Guidelines  
Local Government (State) Award  
Local Government Act  
The Environmental Planning and Assessment Act

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## Review Process and Endorsement

This Policy will be reviewed by the Communications and Engagement Department as required. This Policy requires endorsement by Council.

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## Attachments

<i>Title</i>	<i>Trim Reference</i>
Communications and Engagement Strategy	TBC
Communications and Engagement Procedure	To be developed

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