

# COMMUNITY ENGAGEMENT STRATEGY 2021-22



# ACKNOWLEDGEMENT OF COUNTRY



Liverpool City Council acknowledges the original inhabitants of the Liverpool Local Government Area, the Darug (Dharug) and Dharawal (Tharawal) Aboriginal people. We celebrate the survival of Aboriginal people and acknowledge their right to live according to their own beliefs and culture. We acknowledge that Aboriginal culture continues to strengthen and enrich our community.

We commit ourselves to preserve past, present and future identified Aboriginal sites and cultural landscapes, and to recognise and accept the significance of the Georges River as a meeting place for the Darug (Dharug) and Dharawal (Tharawal) Aboriginal people. We accept Aboriginal history as an integral part of Australian history.

We acknowledge the contribution of Aboriginal service men and women in the defence of our country.

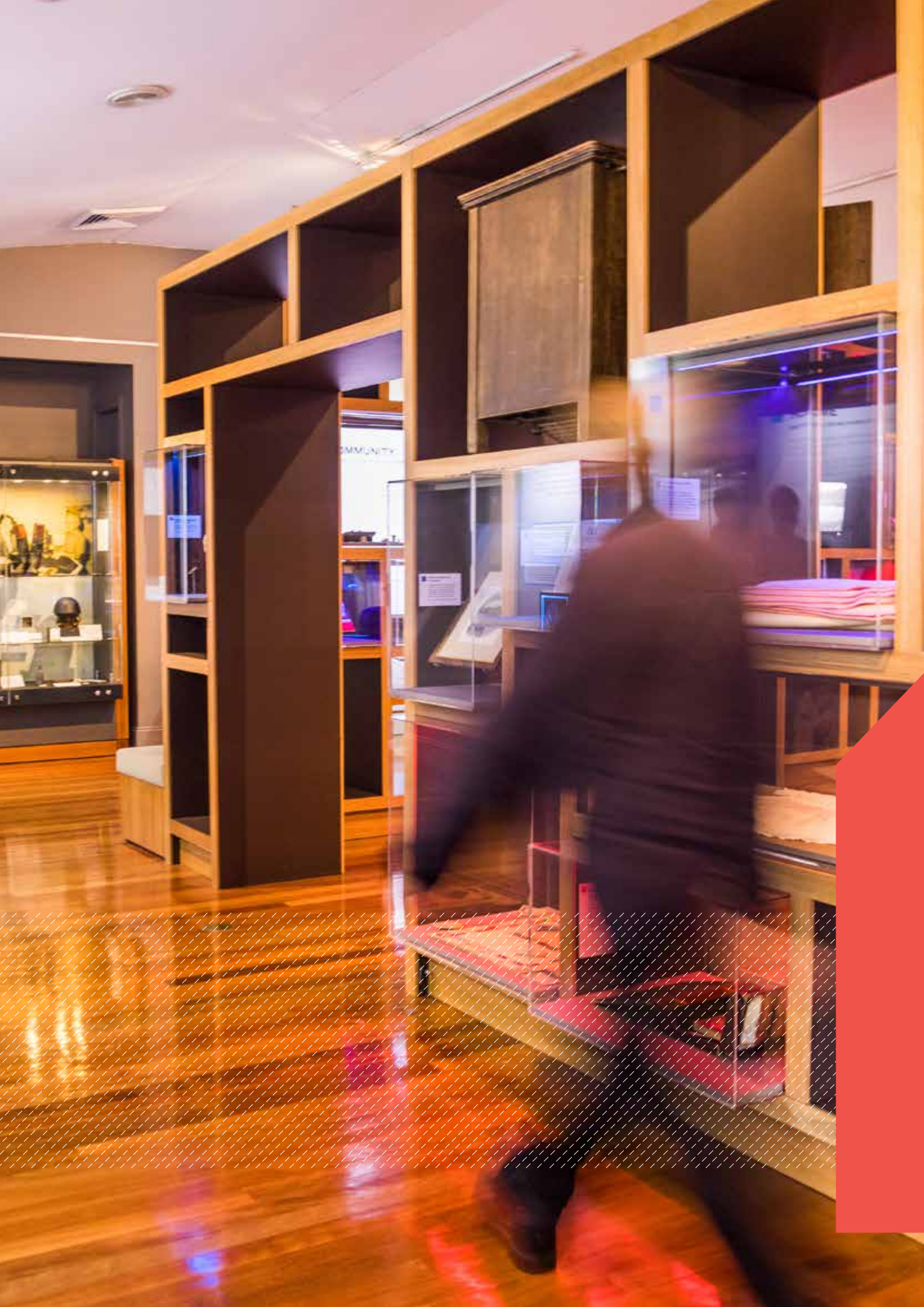
Liverpool City Council supports and encourages Aboriginal and non-Aboriginal people working together towards reconciliation.

We recognise diversity of many cultures who share the values of tolerance and respect for one another, and their rights together with all Australians to live according to their own beliefs and culture.



# CONTENTS

<b>ACKNOWLEDGEMENT OF COUNTRY</b>	<b>2</b>
<b>INTRODUCTION</b>	<b>5</b>
<b>COMMUNITY ENGAGEMENT STRATEGY</b>	<b>6</b>
<b>WHAT IS COMMUNITY ENGAGEMENT?</b>	<b>7</b>
<b>LEGISLATIVE REQUIREMENTS</b>	<b>8</b>
<b>DEFINITIONS</b>	<b>9</b>
<b>AIMS OF THE COMMUNITY ENGAGEMENT STRATEGY</b>	<b>10</b>
<b>WHO ARE THE KEY STAKEHOLDERS THAT NEED TO BE ENGAGED?</b>	<b>11</b>
<b>UNDERSTANDING OUR DIVERSE COMMUNITY</b>	<b>12</b>
<b>HOW WILL COUNCIL ENGAGE WITH THE COMMUNITY?</b>	<b>13</b>
<b>THE COMMUNITY'S RESPONSIBILITY</b>	<b>14</b>
Public Exhibitions and Notices	14
Submissions	14
<b>TIMELINE</b>	<b>15</b>
<b>APPENDIX</b>	<b>16</b>
Community Engagement activities and measures	16



# INTRODUCTION

*The Local Government Act (1993)* requires each council to have a Community Strategic Plan (CSP) that has been developed and endorsed by Council. The CSP identifies the main priorities and aspirations for the future of the local government area covering a period of at least 10 years from when the plan is endorsed.

Councils are required to develop a CSP that addresses the quadruple bottom line of civic leadership, social, environmental, and economic issues, and is based on the social justice principles of equity, access, participation and rights. The Plan aims to address four key questions:

The Plan aims to address four key questions:

- 1. Where are we now?**
- 2. Where do we want to be in 10 years?**
- 3. How will we get there?**
- 4. How will we know when we have arrived?**



# COMMUNITY ENGAGEMENT STRATEGY

The Community Engagement Strategy outlines how the Liverpool community, which includes residents, workers, businesses, and relevant agencies will be invited to inform and develop Council's new Community Strategic Plan (CSP).

With the upcoming Council election in September 2021, community engagement is necessary to reassess the needs and priorities of the community as well as the changes that have taken place over the last four years. Council will work with the community and key stakeholders to review the objectives of its current CSP *Our Home, Liverpool 2027* and develop the new CSP. The new CSP will form the basis of Council's programs, projects and strategies for its term of office including the:

- **Four-Year Delivery Program** outlining the principal activities that Council will undertake over a period of four years to deliver on its role in implementing the Community Strategic Plan;
- **One-Year Operational Plan** detailing the activities and projects to be undertaken for the year to achieve the commitments made in the Delivery Program. The operational plan includes the budget, and fees and charges; and
- **Resourcing Strategy** including the **Long-Term Financial Plan, Asset Management Strategy and Plan** and **Workforce Management Strategy**.



# WHAT IS COMMUNITY ENGAGEMENT?

Community engagement is the ongoing process of fostering purposeful relationships between Council and the community. Engagement is delivered through a range of activities from informing to collaborating and providing the opportunity for the community to participate in the future direction of Liverpool.

This strategy is built on the principle that all members of the community have a right and responsibility to contribute to their community and its prospective plans.

The Community Engagement Strategy is guided by the principles of social justice which are:

- **Equity**  
Everyone should have a fair opportunity to participate in planning for the future of the community. There should be fairness in decision making, prioritising and allocation of resources.
- **Access**  
All people should have fair access to services, resources and opportunities to improve their quality of life.
- **Participation**  
Everyone should have the maximum opportunity to genuinely participate in decisions which affect their lives.
- **Rights**  
Equal rights should be established and promoted, with opportunities provided for people of all abilities and from diverse linguistic, cultural and religious backgrounds to participate in community life.



# LEGISLATIVE REQUIREMENTS

Liverpool City Council is preparing to review its Community Strategic Plan, *Our Home, Liverpool 2027*. The Community Strategic Plan sets out the directions and strategies for Liverpool over the next ten years.

In 2016 and 2017 Council undertook an extensive community engagement process to inform the development of *Our Home, Liverpool 2027*.

According to the *Local Government Act (1993)*, “following an ordinary election of councillors, the council must review the community strategic plan before 30 June following the election”. The next NSW council elections will be held on 4 September 2021.

The *Local Government Act (1993)*, also stipulates that Council “must establish and implement a strategy (its community engagement strategy), based on social justice principles, for engagement with the local community when developing the community strategic plan.”

This strategy has been developed to outline the process that will be undertaken to review *Our Home, Liverpool 2027*. The community engagement process is an opportunity for the community of Liverpool, which includes residents, workers, businesses, and relevant stakeholders to be involved and contribute to Liverpool’s future directions.

Following the engagement process and the 2021 council election, the revised plan will be placed on public exhibition for 28 days and subsequently presented to Council for adoption as Liverpool’s new Community Strategic Plan.





# DEFINITIONS

**For the purpose of this Strategy, Council defines the following:**

## Community

The Community is made up of many stakeholders including people who live in, work in, and visit Liverpool. Often people belong to more than one community that can be based on geographical location, identity, and shared interests.

## Community Participation

Council relies on the community to respond and provide feedback to inform future decision making. The community will be given the opportunity to attend workshops, review draft documents and resources, provide feedback through available mechanisms, whilst maintaining integrity and honesty throughout the process.



# AIMS OF THE COMMUNITY ENGAGEMENT STRATEGY

## The Community Engagement Strategy aims to:

1

Ensure the consultation process is underpinned by the social, environmental, economic, and civic leadership priorities for Liverpool.

2

Seek a broad range of community values, priorities and needs;

3

Provide the community with adequate information to assist in decision making;

4

Engage with the community on the basis of equality and fairness, to ensure active participation in the community engagement process; and

5

Capture and evaluate community feedback to inform Liverpool's future priorities and decisions.

# WHO ARE THE KEY STAKEHOLDERS THAT NEED TO BE ENGAGED?

Stakeholders are any group or individual that has an interest in Council's decision making or are affected by Council's decisions and actions.

- **Residents and Property Owners**
  - Those who live in or own property in Liverpool
- **Schools and Education Providers**
  - TAFE
  - Primary and Secondary Education
  - Childcare Centres
  - Universities
  - Other educational and vocational institutions
- **Businesses and Industry**
  - Owners
  - Employees
  - Chambers of Commerce
  - Networking Groups
  - Industry Groups
  - Potential investors
- **Community Groups and Organisations**
  - Interest groups
  - Volunteer groups
  - Culturally and Linguistically Diverse (CALD) and migrant support organisations
  - Sporting Clubs
  - Youth Groups
  - Council Committees
  - Disability Groups
  - Aboriginal and Torres Strait Islander Groups
  - Liverpool City Council City Deal Officers
- **Visitors**
  - Shoppers
  - Visiting friends and relatives
  - Tourists
- **Government Agencies**
  - State and Federal Agencies
  - Western Sydney Airport Co Limited
- **Liverpool City Council**
  - Councillors
  - Council Staff
- **Media**
  - Local newspapers
  - Local ethnic media
  - Social Media
  - Radio

# UNDERSTANDING OUR DIVERSE COMMUNITY

## POPULATION

227,312



2019

358,871



\*FORECAST I/D

2036



52%

SPEAK A LANGUAGE OTHER THAN ENGLISH AT HOME

140

DIFFERENT BACKGROUNDS

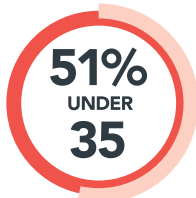


1/3

OF SOUTH WEST SYDNEY'S BUSINESSES ARE IN LIVERPOOL



6.2% LIVERPOOL RESIDENTS HAVE REPORTED A NEED FOR ASSISTANCE DUE TO LIVING WITH A DISABILITY



AGE SPLIT



88.4% OF THE LIVERPOOL CBD POPULATION IS EMPLOYED

37.8% OF LOCAL WORKERS, ARE LIVERPOOL RESIDENTS



25,000

TRIPS TO AND FROM LIVERPOOL TRAIN STATION

Community engagement is designed to encourage participation amongst all community groups and individuals. The community engagement process welcomes all participation irrespective of a person's cultural or linguistic background, religion, age or whether they have a disability.

Council is committed to implementing various types of communication methods to facilitate fair access.

Council aims to adopt a broad range of communication methods which have been designed to effectively reach its diverse community.

# HOW WILL COUNCIL ENGAGE WITH THE COMMUNITY?

The Community Engagement Strategy for the new Community Strategic Plan (CSP) will build upon the current engagement that Council performs, which includes working with existing advisory committees and forums.

The methods below provide a range of opportunities for participation by the community and all stakeholders. Activities will be formulated and assessed against applied measures.

**Rates Mail Out**

**Surveys and Polls**

**Formal submissions on publicly exhibited documents**

**Pop Up Activities at Events**

**Focus Groups**

**Vox Pops**

**Consultation with existing Council Committees**

**Consultations with Community Groups/ organisations**

**Competitions**

**Workshops**

**Newspaper Advertising and Editorials/Social Media**

**Activities with Children/Children's Parliament**

**Website**

# THE COMMUNITY'S RESPONSIBILITY

A comprehensive Community Strategic Plan (CSP) can only be created with sufficient participation from the community. The Liverpool community's feedback is essential and needs to be incorporated into future planning and decision making for Liverpool. It is expected that the Community will:

- Review draft documents on exhibition and provide comments to Council within specified timeframes;
- Attend public workshops, participate in activities and contribute ideas;
- Keep updated on progress through Council's website, social media and e-newsletters; and
- Be honest, respectful and maintain integrity at all times.

## Public Exhibitions and Notices

Council will give notice and place the draft CSP on public exhibition in accordance with legal requirements and resolutions of Council.

This will:

- Allow the community to comment on all plans before they are finalised
- Provide the community with information on important matters; and
- Invite the community to provide feedback.

## Submissions

If community members wish to lodge a submission, objection or comment regarding a matter on public exhibition, Council must receive the submission before the expiry of the exhibition period.

Written submissions are to be sent to Locked Bag 7064, Liverpool BC NSW 1871 or emailed to [lcc@liverpool.nsw.gov.au](mailto:lcc@liverpool.nsw.gov.au).

Submissions on the draft Community Strategic Plan will also be available through Liverpool Listens ([liverpool.nsw.gov.au/listens](https://liverpool.nsw.gov.au/listens)).

# TIMELINE

The Community Engagement Strategy for the development of the new Community Strategic Plan is summarised below:

Activities	July 2021	August 2021	September 2021	October 2021	November 2021	December 2021	January 2022	February 2022	March 2022	April 2022	May 2022	June 2022
Rates Mail Out	✓											
Surveys and Polls		✓	✓	✓	✓	✓	✓	✓	✓			
Telephone Survey			✓	✓								
Formal submissions on publicly exhibited documents									✓			
Pop Up Activities at Events			✓	✓	✓	✓	✓					
Focus Groups									✓			
Vox Pops					✓							
Consultation with existing Council Committees		✓	✓	✓	✓	✓	✓	✓				
Consultations with Community Groups/organisations		✓	✓	✓	✓	✓	✓	✓				
Competitions				✓								
Workshops				✓								
Newspaper Advertising and Editorials/Social Media	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Activities with Children/Children's Parliament					✓							
Website	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓	✓
Local Government Elections			✓									
Community Strategic Plan drafted								✓				
Community Strategic Plan on Exhibition									✓			
Community Strategic Plan adopted												✓

Disclaimer: Timing of planned activities may change due to unforeseen circumstances.

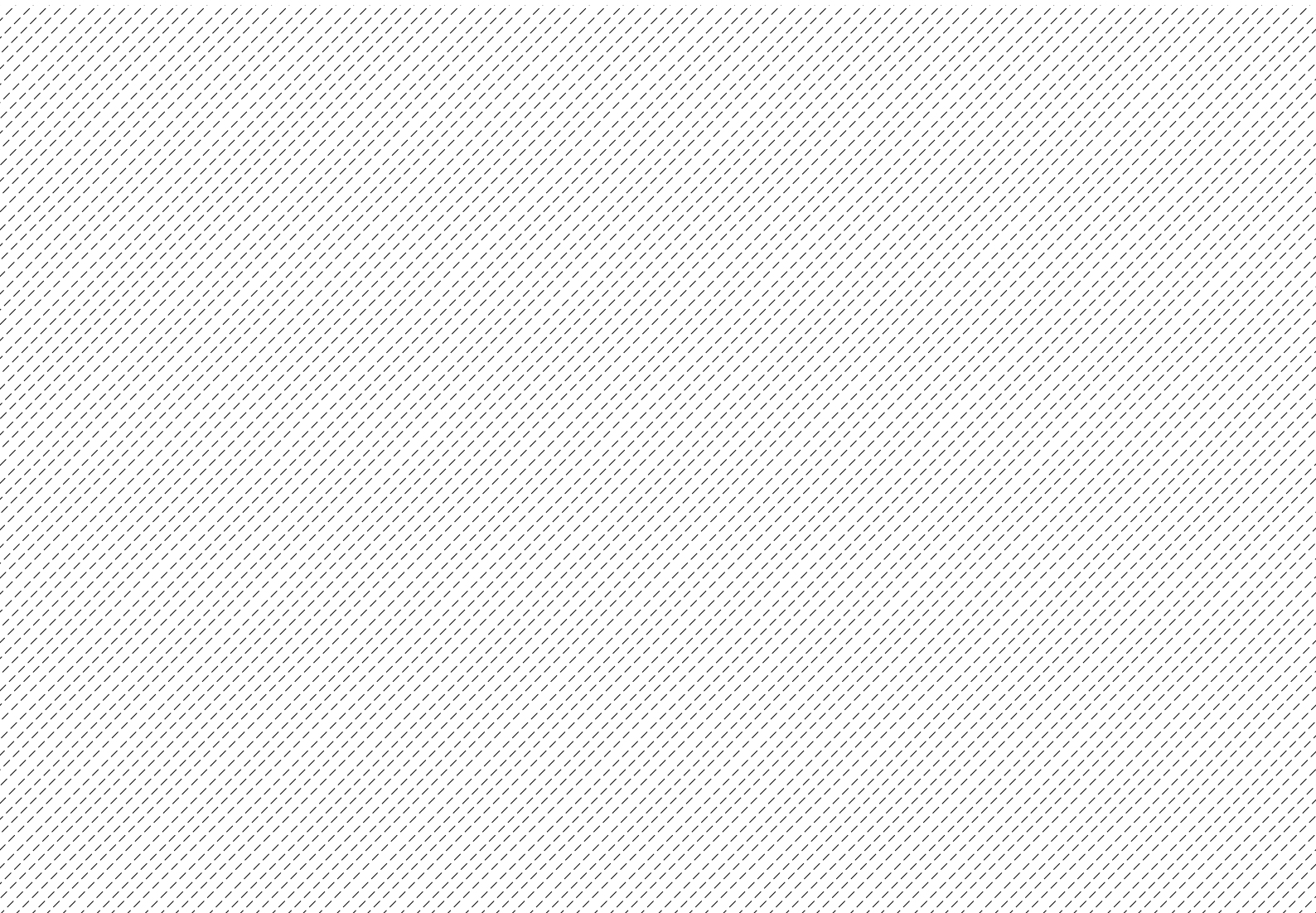
To be notified of opportunities to engage with Council, please contact the Corporate Strategy and Performance team on **1300 36 2170** or **CorporatePlanning@liverpool.nsw.gov.au**

# APPENDIX

## Community Engagement activities and measures

Activities	Measures	Key Performance Indicators
Rates Mail Out	<ul style="list-style-type: none"> <li>Quantity of responses</li> </ul>	<ul style="list-style-type: none"> <li>800 responses received</li> </ul>
Surveys and Polls	<ul style="list-style-type: none"> <li>Quantity of responses</li> <li>Representative of resident population (i.e. Culturally and Linguistically Diverse (CALD), age)</li> </ul>	<ul style="list-style-type: none"> <li>300 responses received</li> </ul>
Formal submissions on publicly exhibited documents	<ul style="list-style-type: none"> <li>Quantity of responses</li> </ul>	<ul style="list-style-type: none"> <li>20 responses received</li> </ul>
Pop Up Activities at Events	<ul style="list-style-type: none"> <li>Number of people engaged</li> <li>Representative of resident population (i.e. CALD, age)</li> <li>Number of suburbs</li> <li>Number of activities held</li> </ul>	<ul style="list-style-type: none"> <li>100 people engaged</li> <li>5 pop up activities</li> <li>5 suburbs utilised to host pop-up activities</li> </ul>
Focus Groups	<ul style="list-style-type: none"> <li>Verbal and/or written feedback from all stakeholders</li> <li>Participant satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>20 attendees per session</li> <li>2 focus groups held</li> <li>60% positive feedback from participants</li> </ul>
Vox Pops	<ul style="list-style-type: none"> <li>Verbal feedback</li> <li>Participant satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>25% response rate of people approached</li> </ul>
Consultation with existing Council Committees	<ul style="list-style-type: none"> <li>Verbal and/or written feedback from stakeholders</li> <li>Participant satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>30 responses from committee members</li> </ul>
Consultations with Community Groups/organisations	<ul style="list-style-type: none"> <li>Verbal and/or written feedback from all stakeholders</li> <li>Participant satisfaction</li> </ul>	<ul style="list-style-type: none"> <li>30 responses</li> </ul>
Competitions	<ul style="list-style-type: none"> <li>Number of entries in competition</li> </ul>	<ul style="list-style-type: none"> <li>500 reach</li> <li>20 entries</li> </ul>
Workshops	<ul style="list-style-type: none"> <li>Number of workshops held</li> <li>Verbal and/or written feedback from stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>5 internal workshops</li> <li>100 responses</li> </ul>
Newspaper Advertising and Editorials	<ul style="list-style-type: none"> <li>Engagement reach</li> <li>Open rate on e-newsletter</li> </ul>	<ul style="list-style-type: none"> <li>50% e-newsletter open rate</li> </ul>
Social Media	<ul style="list-style-type: none"> <li>Reach</li> </ul>	<ul style="list-style-type: none"> <li>Number of people reached</li> </ul>
Activities with Children/Children's Parliament	<ul style="list-style-type: none"> <li>Verbal and/or written feedback from all stakeholders</li> </ul>	<ul style="list-style-type: none"> <li>20 children involved</li> </ul>
Website	<ul style="list-style-type: none"> <li>Website traffic</li> </ul>	<ul style="list-style-type: none"> <li>Number of website visits</li> </ul>





LIVERPOOL  
CITY  
COUNCIL



SH

If you do not understand this document, please ring the Telephone Interpreter Service (131 450) and ask them to contact Council (1300 362 170). Office hours are 8.30am to 5.00pm, Monday to Friday.

## ARABIC

إذا لم تستطع فهم هذا الطلب ، الرجاء الاتصال بخدمة الترجمة الهاتفية على رقم 131 450 واسألهم أن يتصلوا بالبلدية على رقم 1300 362 170 . دوام ساعات العمل هي من الساعة 8.30 صباحًا إلى 5.00 بعد الظهر من الاثنين إلى الجمعة.

## CHINESE

如您看不懂此信 / 申請書，請打電話給「電話翻譯服務台」(131 450)，請他們聯絡市政廳(市政廳電話 1300 362 170)。市政廳辦公時間，星期一至星期五，上午八時三十分至下午五時。

## CROATIAN

Ako ne razumijete ovo pismo/aplikaciju, molimo nazovite Službu prevodilaca i tumača (Translating and Interpreting Service - na broj 131 450) i zamolite ih da nazovu Općinu (na 1300 362 170). Radno vrijeme je od 8.30 ujutro do 5.00 popodne, od ponedjeljka do petka.

## GERMAN

Wenn Sie diesen Brief/Antrag nicht verstehen können, rufen Sie bitte den Telefon Dolmetscher Dienst (Telephone Interpreter Service) (131 450) an und lassen Sie sich vom Personal mit dem Gemeinderat (Council) in Verbindung setzen (1300 362 170). Geschäftsstunden sind von 8:30 bis 17:00 Uhr, montags bis freitags.

## GREEK

Αν δεν καταλαβαίνετε αυτή την επιστολή/αίτηση, σας παρακαλούμε να τηλεφωνήσετε στην Τηλεφωνική Υπηρεσία Διερμηνέων (131 450) και να τους ζητήσετε να επικοινωνήσουν με το Δημοτικό Συμβούλιο (1300 362 170). Τα γραφεία του είναι ανοιχτά από τις 8.30π.μ. μέχρι τις 5.00μ.μ. από Δευτέρα μέχρι και Παρασκευή.

## HINDI

अगर आप इस पत्र/आवेदन को पढ़कर समझ नहीं पा रहे हैं तो कृपया टेलीफोन संवाद-सहायक सेवा (131 450) को फोन करें और उनसे काउंसिल (1300 362 170) से संपर्क करने को कहें। कार्यालय का समय सोमवार से शुक्रवार तक प्रातः ८:३० बजे से सायं ५:०० तक है।

## ITALIAN

Se non comprendi questa lettera/questo modulo di domanda, telefona al Servizio traduzioni e interpreti al numero 131 450 chiedendo di essere messo in contatto con il Comune (telefono 1300 362 170). Orario d'ufficio: ore 8.30 -17.00, dal lunedì al venerdì.

## KHMER

បើលោកអ្នកមិនយល់ពីអត្ថន័យឬការប្រតិបត្តិទេស ព្រមទូរស័ព្ទទៅសេវាបកប្រែភាសាភាសាខ្មែរ (លេខ 131 450) ហើយស្នើសុំឲ្យគេទាក់ទងសាលាក្រុង (លេខ 1300 362 170)។ ពេលម៉ោងធ្វើការគឺម៉ោង 8 កន្លះព្រឹកដល់ម៉ោង 5 ល្ងាច ពីថ្ងៃច័ន្ទដល់ថ្ងៃសុក្រ

## MACEDONIAN

Ako ne go razbirate ova pismo/aplikacija, ve molime da se javite vo Telefonската преведувачка служба на 131 450 и замолете ги да стапат во контакт со Општината на 1300 362 170. Работното време е од 8.30 часот наутро до 5.00 часот попладне од понеделник до петок.

## MALTESE

Jekk ma tifhimx din l-ittra/applikazzjoni, jekk joghgbok ċempel lis-Servizz ta' l-Interpretu bit-Telefon (131 450) u itlobhom jikkuntattjaw il-Kunsill (1300 362 170). Il-hinjijet ta' l-Uffiċċju huma mit-8.30a.m. sal-5.00p.m., mit-Tnejn sal-Ġimgħa.

## POLISH

Jeśli nie rozumiesz treści niniejszego pisma/podania, zadzwoń do Telefonicznego Biura Tłumaczy (Telephone Interpreter Service) pod numer 131 450 I poproś o telefoniczne skontaktowanie się z Radą Miejską pod numerem 1300 362 170. Godziny urzędowania: 08.30-17.00 od poniedziałku do piątku.

## SERBIAN

Ako ne razumete ovo pismo/aplikaciju, molimo vas da nazovete Telefonsku prevodilačku službu (131 450) i zamolite ih da kontaktiraju Opštinu (1300 362 170). Radno vreme je od 8.30 ujutro do 5.00 popodne, od ponedeljka do petka.

## SPANISH

Si Ud. no entiende esta carta/solicitud, por favor llame al Servicio Telefónico de Intérpretes (131 450) y pídale que llamen a la Municipalidad (Council) al 1300 362 170. Las horas de oficina son de 8:30 am a 5:00 pm, de lunes a viernes.

## TURKISH

Bu mektubu veya müracaatı anlayamazsanız, lütfen Telefon Tercüme Servisi'ne (131 450) telefon ederek Belediye ile (1300 362 170) ilişkiye geçmelerini isteyiniz. Çalışma saatleri Pazartesi - Cuma günleri arasında sabah saat 8:30 ile akşam 5:00 arasındır.

## VIETNAMESE

Nếu không hiểu thư/đơn này, xin Quý Vị gọi cho Telephone Interpreter Service (Dịch Vụ Thông Dịch Qua Điện Thoại), số 131 450, và nhờ họ liên lạc với Council (Hội Đồng), số 1300 362 170. Giờ làm việc là 8 giờ 30 sáng đến 5 giờ 00 chiều, Thứ Hai đến Thứ Sáu.

## Key contacts

### CORPORATE STRATEGY TEAM



1300 36 2170 or (02) 9821 9222



CorporatePlanning@liverpool.nsw.gov.au

## For further information



### Visit Us

Customer Service Centre  
Shop R1, 33 Moore Street, Liverpool, NSW 2170  
Open Monday - Friday, 8.30am - 5pm



### Phone

1300 36 2170  
Calling from interstate: (02) 8711 7000  
National Relay Service (NRS): 133 677  
(for hearing and speech impaired customers)



### Email

lcc@liverpool.nsw.gov.au



### Post

Locked Bag 7064, Liverpool BC, NSW 1871



### Website

www.liverpool.nsw.gov.au



### Subscribe

www.liverpool.nsw.gov.au/subscribe