

Draft Community Engagement Strategy

Engagement Summary



Between 2 August and 30 September 2024, Central Coast Council sought community feedback on the Draft Community Engagement Strategy, including the Community Participation Plan.

The Draft Community Engagement Strategy outlines Council's approach to engaging with the community and stakeholders, providing transparency and clarity about their role in the decision-making process.

The purpose of this consultation phase was to align our engagement approach with the needs of the community

The community was invited to review the Draft Community Engagement Strategy and share feedback. Information was accessible on the Your Voice Our Coast page, and Council promoted participation through its Facebook, Instagram, Twitter, and LinkedIn pages.

Additionally, we conducted telephone interviews and surveys to gauge public support for the strategy.

Engagement Results

Survey and research responses totalled 634, which included:

- 234 online survey submissions
- 400 quantitative telephone interviews and surveys.

As a whole, over 90% of the community believe engagement and an engagement strategy is important. More than half of online respondents and nearly half of phone respondents expressed satisfaction with the Council's communications.

Awareness and time constraints were cited as the primary barriers to participation in Council's engagement activities.

How you connected



2,476 visits to the Your Voice Our Coast website



The strategy was downloaded **225** times



More than **18,870** social media users reached generating **34** likes, comments and shares.



29,212 stakeholders were kept up-to-date through **2** separate e-news emails



234 surveys completed



400 quantitative telephone interviews completed



1900 people had the opportunity to engage at **5** pop-up sessions

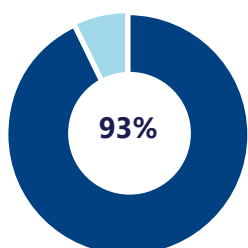


A total of **2** email submissions received

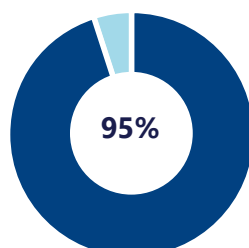


A direct stakeholder EDM was sent to **1,807** recipients who expressed interest in the strategy

Importance of Community Engagement Strategy

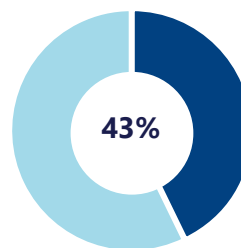


Phone Research

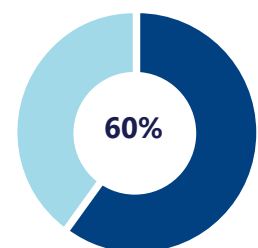


Online

Satisfaction with communication from Council



Phone Research



Online

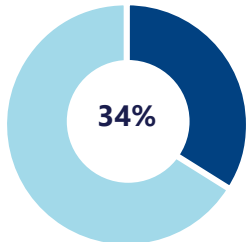
What our community want to know about

When it comes to specific topics or issues, Central Coast residents are most interested in hearing from Council about:

- Roads and footpaths management
- Long-term planning
- Recreational facilities, parks/reserves/playgrounds
- Large scale residential development.



Communications with Council

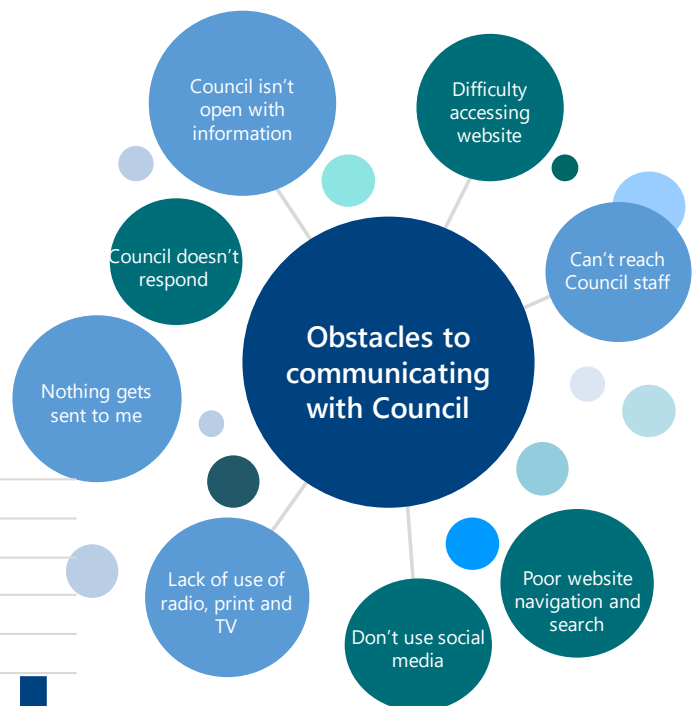
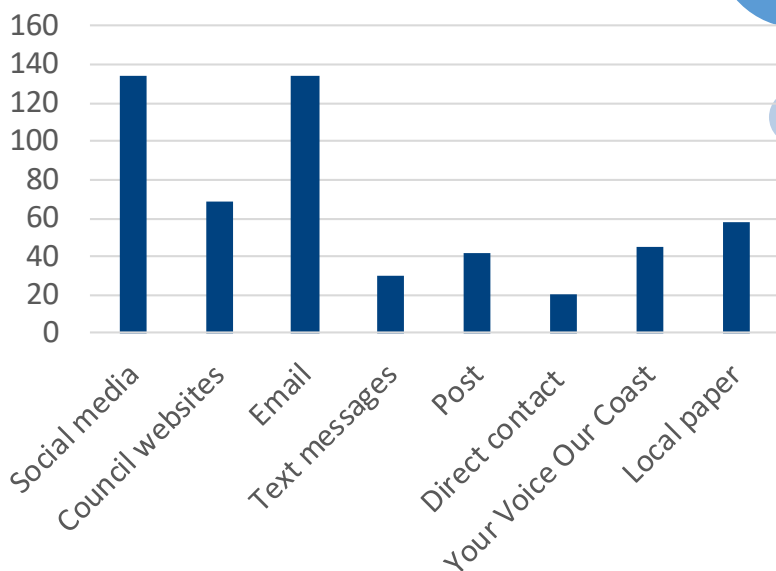


Accessibility

Over one-quarter of respondents face difficulty in accessing information from Council.

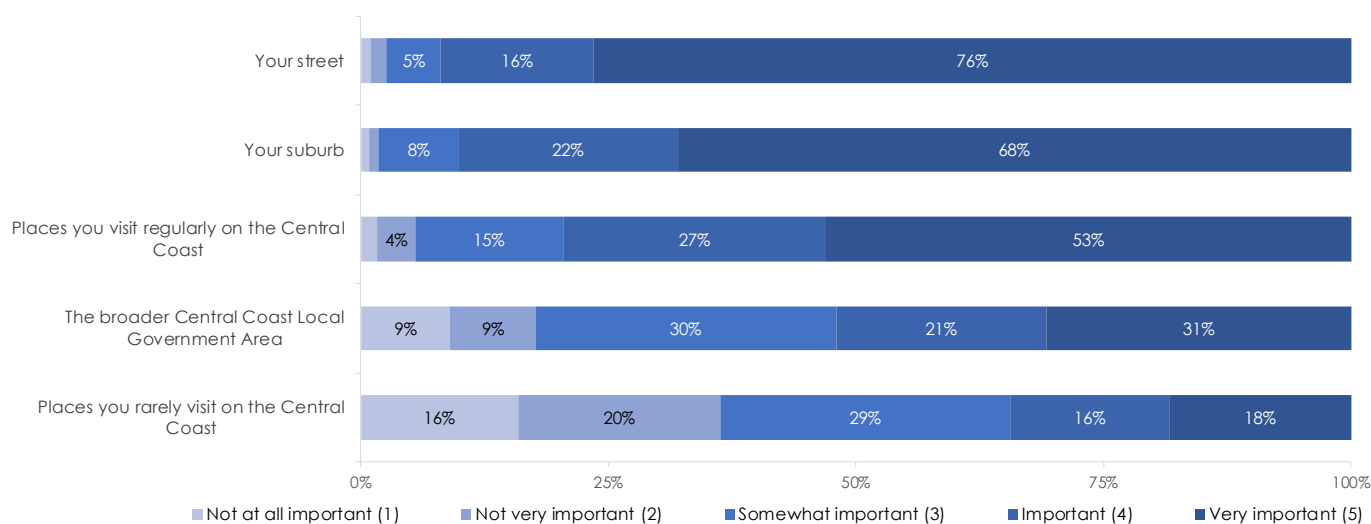
Channels

Majority of respondents prefer to receive general information via social media or email.



How locally focused is our community?

- More than 90% of residents stated that it is important/very important to have a say about issues impacting their street.
- 52% believe it is important/very important to have a say about issues impacting the broader Central Coast LGA.
- 4 in 5 (80%) rated the places they visit regularly as important/very important, while only 34% rated the places they rarely visit as important/very important.



What's next?

The Engagement Team will now finalise this Draft Community Engagement Strategy. The final document will be presented at the next Council meeting for adoption. We will inform the community of the finalised strategy in the coming months.