

MEETING AGENDA

Meeting

Team Name: Communication and Engagement Advisory Group

Date: 3 April 2024

Time: 5:00pm-7:00pm

Venue: Port Stephens Council Admin Building and Zoom

Chairperson: Councillor

Minutes: Jess McDonald

Purpose of Meeting: To provide advice and guidance on communications and engagement projects

Attendance

Councillor Anderson Port Stephens Council	Cassandra Schmitzer Community representative	Councillor Wells Port Stephens Council	Tanya Martin Community representative
Ben van der Wijngaart Community representative	Angela Peace Community representative	Margarete Ritchie Community representative	Emily Livens Port Stephens Council
Kelly Hammond Community representative	Casey Freeman Community representative	Ros Armstrong Community representative	Elizabeth Akerman Port Stephens Council
Jess McDonald Port Stephens Council			

The following guests are invited to attend:

Janelle Gardner Port Stephens Council			
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Apologies

Matt Lantry Port Stephens Council	William (Bill) Doran Community representative	Paul Baxter Community representative	Greg Brown Community representative
Councillor Kafer Port Stephens Council	Lauren Whitelaw Community representative		

Item	Topic	Time Required	Responsible Officer	Action	Status/Date to be Completed
1.0	WELCOME AND APOLOGIES				
1.1	Acknowledgement of country and welcome	2 mins	Chairperson	RECORD: Completed by Cr Anderson	N/A
1.2	Warm up – your life highlight since the last meeting	10 mins	Chairperson	RECORD: All participated in the exercise	N/A
2.0	FEEDBACK – COMMUNICATION AND ENGAGEMENT PLANNING				
2.1	General feedback since the last meeting and outcomes from survey	25 mins	Emily Livens	<p>Session was recorded and will be shared with the group.</p> <p>RECORD: A check in survey was sent out late 2023 for feedback on how the group was progressing and only 4 people responded. Discussion around the feedback was undertaken to help better understand some of the comments received.</p> <p>Some survey responses indicated that meetings were disorganised with the agenda not being followed or there was non agenda topics discussed. On investigation it seems that this was more specific to the last meeting of 2023. It was also identified that Council was possibly giving too little and then too much information at times on certain subjects. This was confusing to members.</p>	

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				<p>Survey responses indicated that some participants were looking to provide advice and input into strategy and policy of council. It was reiterated that this groups purpose was about the communications and engagement of Council. On discussion some group members felt this was clear in the Terms of References and others were not clear about this. Potential topics for input suggested by survey participants were discussed and Council staff clearly outlined whether topics were aligned with the Terms of Reference or not.</p> <p>ACTION: 1/ Agenda and discussion to clearly reflect areas of influence for CEAG members on the various projects; 2/ ToR is explicit in defining role of group and should be resent</p> <p>RECORD: Operational issues with communication methods such as out of date web-pages, poor customer services were suggested to be discussed within the CEAG sessions. The group discussed the benefit of this and resolved to that these be dealt with out of session with the group discussion focusing on more strategic communication and engagement matters.</p> <p>ACTION: Operational communication matters are to be sent to haveyoursay@portstephens.nsw.gov.au email to be actions as appropriate.</p>	<p>Next meeting (PSC)</p> <p>With minutes (April 2024)</p> <p>Immediate (all)</p>

Item	Topic	Time Required	Responsible Officer	Action	Status/Date to be Completed
				<p>RECORD: Some members were concerned they missed the email regarding the survey.</p> <p>ACTION: Use more direct wording in emails and individualise emails for better participation</p>	Immediate (PSC)
2.2	Housing Strategy Review public exhibition – communications and engagement update	15 mins	Emily Livens	<p>RECORD: CEAG group played a pivotal part in ensuring the Housing Forum was run by highlighting stakeholders which is a great success of the groups purpose. Housing Strategy Review is now on public exhibition until 29th April.</p> <p>Council gave an overview of the communications and engagement approach for the Housing Strategies public exhibition.</p> <p>Everyone was happy with the comprehensive communication pathways in which council will deliver the strategy.</p> <p>Group members advised that Council should make it clear in the report stakeholder/agencies submissions who they are actually representing.</p> <p>ACTION: Investigate whether zoom presentation can be sent to forum participants who cannot attend</p>	Immediate (PSC)
2.3	<p>Shoal Bay Place Plan Lessons Learnt session</p> <ul style="list-style-type: none"> • What we did • What we heard • What could we have done differently 	35 mins	Elizabeth Akerman	<p>RECORD: Council provided an overview of the communications and engagement undertaken in the development of the Meadowie and Shoal Bay Place Plan. The approach was discussed with the following identified:</p> <p>There were long gaps between the different phases of the communications and engagement</p>	

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				<p>plan which attributed to lack of knowledge about the planned changes for Shoal Bay.</p> <p>It was noted that it was difficult to see the translation of workshop feedback in the actions. Group would like to see bulk letter box drops in engagement moving forward.</p> <p>Group would like to see more direct language used eg “Shoal Bay is going to change” to better promote initial engagement phase.</p> <p>ACTION: PSC to check privacy and antispaam laws with regard to bulk mail outs</p> <p>ACTION: Use more direct and emotional language in communications for better engagement.</p> <p>RECORD: Discussions about the communications and engagement to date for Anna Bay Place Plan was undertaken. There has been a long break between the initial workshops (same as Shoal Bay) and considering this break should Council move to the next phase or should it begin the engagement approach from the beginning. The group strongly supported starting again and to include all of postcode 2316 into the process.</p> <p>ACTION: Provide CEAG feedback to Strategic Planning team re: Anna Bay Place Plan next steps.</p>	<p>Immediate (PSC)</p> <p>Immediate (PSC)</p> <p>Immediate (PSC)</p>
2.4	Projects and Works website pages	15 mins	Elizabeth Akerman	<p>RECORD:</p> <p>New projects and works website pages are currently close to being updated and a brief overview of the new pages was provided.</p>	Nil

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				Reiterated to contact Council is obvious errors as we would prefer that these would be fixed up immediately rather than letting them damage Council's reputation.	
3.0	OTHER MATTERS				
3.1	Next meeting, thank you and close	2 mins	Chairperson	Potential agenda items for next meeting: CEAG to evaluate the process for using the Lodge & Request button on the website (user experience testing) Next meeting date to be confirmed	

MEETING CLOSED AT: 7pm

NEXT MEETINGS

Date: TBC

Time: TBC

Venue: Port Stephens Council Admin Building and Zoom