

Port Stephens Communication and Engagement Strategy 2025 to 2030



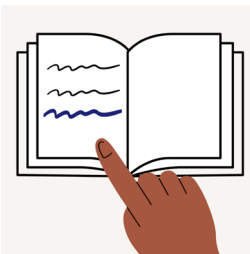
About Easy Read



This is an Easy Read book.



Easy Read uses pictures to explain ideas.



New words are **bold and blue**. We tell you what new words mean.



Easy Read includes key information.



You can read the full strategy here

www.PortStephens.nsw.gov.au

About this book



This is our **Communication and Engagement Strategy** in Easy Read.



We call it **our strategy**.



Our strategy says how we will make our **communication** and **engagement** better.



Communication includes how we share information. For example, website information and newsletters.



Engagement means you share your ideas with us. For example, feedback about the work we do in your area.

Our strategy has 3 parts



1. Community engagement



2. Community communication



3. Media and public relations



Media and public relations includes

- how we use media to share our information



- how we want our community to see us.
For example, how we build trust.

1. Community engagement



We will follow the **International Association for Public Participation** or **IAP2**.



IAP2 is a group of experts on community engagement from around the world.



We will work with our **Communications and Engagement Advisory Group**.



The advisory group will help us follow the strategy.



We will create more ways for our community to work with us. For example, new projects.



Our work will be **accessible** and **inclusive**.



Accessible means we meet disability access needs.
For example, we use captions for videos.



Inclusive means everyone is welcome.
For example, First Nations people feel safe to join in.

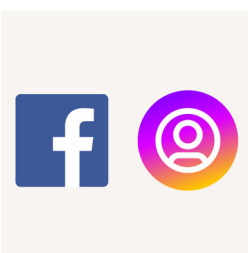


We will use technology to

- share information



- listen to new and diverse voices.



We will share more information on social media.



We will report on our progress and programs to council and the public.



We will use information in better ways to help us be inclusive of the whole community.

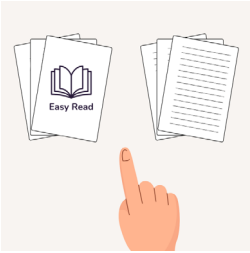


We will follow our **Community Participation Plan**.



The plan explains how community members can give feedback about the work we do in your area.

2. Community communication



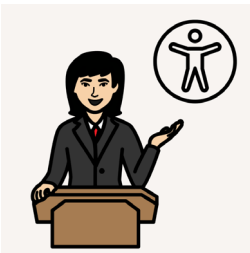
We will make communication easier to understand for people with different needs.



We will use our website as the main place for all information.



We will use more social media to help people connect with us.



We will help our staff learn about clear and accessible communication.



We will have a strong brand the community can trust.



We will use more digital marketing to reach different audiences. For example, email newsletters.



We will check all of our communications over time to make sure we are doing a good job.



We will work closely with **elected members** so that they can help share our information.

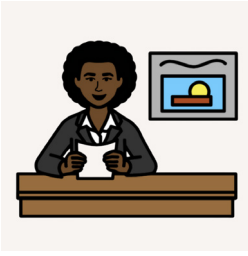


Elected members include our chosen government workers and leaders.



We will measure our work and share reports with council and the public when our work is finished.

3. Media and public relations



We will work closely with the media.



We will use the media to share more good things about Port Stephens Council.



We will ask lots of different council workers for good news stories.



We will reply quickly when the media asks us for information.



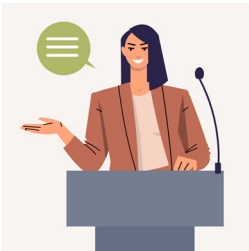
Our projects will focus on things that local people find most important.



We will celebrate important projects with everyone who took part.



We will tell the media about important projects. For example, work we did to fix a community issue.



We will say **yes** to being guest speakers at more events.



We will make emergency plans easy to find and read. For example, workplace rules if there is a fire.



We will make information for the media easy to find and read. For example, stories we want to share.



We will measure our work in the media space and share reports with council and the public over time.

We will check our work



We will check our work as we go.



We will check our work to

- make sure we are doing a good job



- find ways to do better.



We will write reports for our community to show how we are following our strategy.

How did we make our strategy?

We listened to our community



From 2021 to 2022 we asked our community how we can make communication and engagement better.

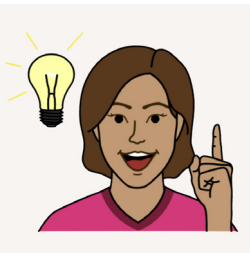


Our community shared many helpful ideas.



Our community said that council information should be

- easier to find



- easier to understand.



Our community said we must engage people in better ways. For example, give people more time to join in.

We listened to our advisory group



Our Communication and Engagement Advisory Group started in August 2023.



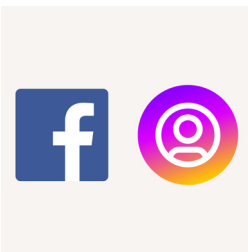
Our advisory group gave us 4 key tips for this strategy.



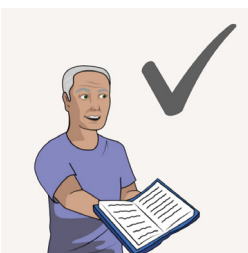
1. Support and connect with diverse groups.



2. Use different types of communication to meet the needs of different groups.



3. Use social media in better ways.



4. Use plain language in all our communications.

More information



Visit our website at www.PortStephens.nsw.gov.au



Email us at council@PortStephens.nsw.gov.au

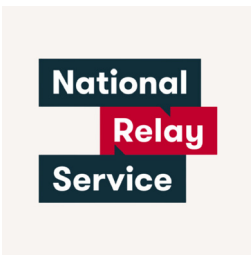


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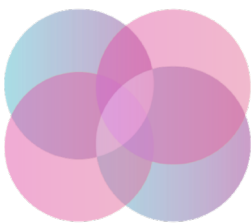
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Call 1800 555 660 for the National Relay Service if you have communication support needs.



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Embrace **Access**

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