

MAKE WODONGA YOURS

Strategic Engagement Plan

CONTEXT

Wodonga is situated in North East Victoria, ideally situated on the Murray River with surrounding hills, rich agricultural valleys, wineries and historic towns on the door step.

Wodonga has a population of more than 43,000 residents and looking at forecasts, the population will increase by 17.95% in 2036. Combined with Albury, Wodonga is recognised as one of Australia's largest cities, with a population of more than 90,000 residents. The wider catchment of Wodonga is estimated to be more than 180,000 the strong majority of which is in Wodonga and North East Victoria.

The diversity of the community is rich with people of all ages, abilities and cultural backgrounds. Wodonga is proudly, a 'refugee welcome zone'.

The city of Wodonga has in place a vision that was developed in 2008 and reviewed in 2015 with the community. We will take stock of what has been achieved to date, what is still relevant and needs to be taken forward and to learn from our past processes.

It is time to think bigger, bolder and help plan for a bright 2050 Wodonga future.

This long term vision will be developed and written by the community, for the community and will guide the Council in its plans and strategies to deliver on the community vision.

This Strategic Engagement Plan was developed with Council and a range of community contributors that speak to different voices across the community. It captures the way we will engage on the vision. We are planning this now, so that you know what to expect and together, we can make sure that as many voices as possible help shape the vision.



Remit

Wodonga is a thriving regional centre, nestled among the hills and beside the Murray River. We care about our community, our businesses and industry and our natural environment. We have the opportunity to share and learn from each other and to create a vision that does not leave anyone behind.

How do we make Wodonga
an even better place to live for all?



MAKE WODONGA YOURS

Strategic Engagement Plan



SUCCESS MEASURES

RATIONAL OBJECTIVES

(the outputs and tangible things)

PLANNING FOR OUR FUTURE

PRIORITIES THAT RESPOND TO THE VISION STATEMENT

COMMUNITY OWNERSHIP

- To develop a long term vision that is supported and owned by the community.
- Identify priorities that build on from what has been done before, and priorities that keep moving us forward to our vision for 2050.
- Community ownership in the vision is strong and encompasses a variety of experiences and perspectives.
- Community needs, expectations and aspirations are considered to the maximum extent possible in the development of the vision and priorities.

EXPERIENTIAL OBJECTIVES

(the engagement and experience)

SENSE OF PROGRESS TO SUPPORT WODONGA'S FUTURE

A RANGE OF PERSPECTIVES

PEOPLE FEEL HEARD AND UNDERSTOOD

- People feel that progress is being made and timeframes are meaningful by showing delivery on the vision.
- People feel excited about the future.
- Participation is diverse across the Wodonga community and differing views are acknowledged, celebrated and brought together to shape the vision and priorities.
- The community feel their views and aspirations have been heard, understood and reflected in the vision and priorities.
- That it is a genuine two way process and people can see how their input helped shape the final vision and priorities.

SCOPE

NEGOTIABLES

What you can influence



The community vision and the core priorities that deliver on the vision.

Who can participate and how the community can engage in the process.

Non-NEGOTIABLES

What you cannot influence



State and local government legislative requirements that include deep levels of community engagement on the Community Vision and supporting long term plans.

Traditional Custodians self-determine their own level of participation and speak to their own interests.

Overall timing of the community engagement process and when the vision and priorities will be presented to the Wodonga Council.

Council function, role and resourcing.

That everyone will have an opportunity to participate equally

MAKE WODONGA YOURS

Strategic Engagement Plan

Level of Influence

The highest level of engagement being sought through this process is

COLLABORATE

with the community on the vision and priorities.

(International Association for Public Participation Engagement Spectrum).

Collaborate means “we will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.”

WE PROMISE TO...

- Listen to what people say
- Base the vision and priorities on the community ideas to the maximum extent possible
- Document and record all inputs
- Report back on what we have heard
- Work to understand your concerns and priorities
- Identify where the community have influenced the vision and priorities
- Identify where Council can't incorporate an aspect of the vision or a priority and clearly explain why
- Provide transparent, annual progress updates during implementation

GUIDING PRINCIPLES TO SUPPORT THE ENGAGEMENT

The following guiding principles help shape the design on the engagement activities.

WE WILL ENSURE THAT...

- Local residents, businesses, community contributors and stakeholders are informed about the engagement opportunities and have opportunity to participate
- People who travel to Wodonga as a destination or passing through are invited to participate
- Deliberative engagement practices form part of the engagement on the vision. This means:
 - Authentic engagement with the community, where they hold high influence in the outcome
 - Good representation of the Wodonga community
 - Accessible and relevant information so that people are more informed about the process and have good information to help with decision making
 - Clear demonstration on how all views have been considered
 - The author of the Community Vision is the community and they start with a blank piece of paper.



MAKE WODONGA YOURS

Strategic Engagement Plan



PEOPLE WE WANT TO ENGAGE

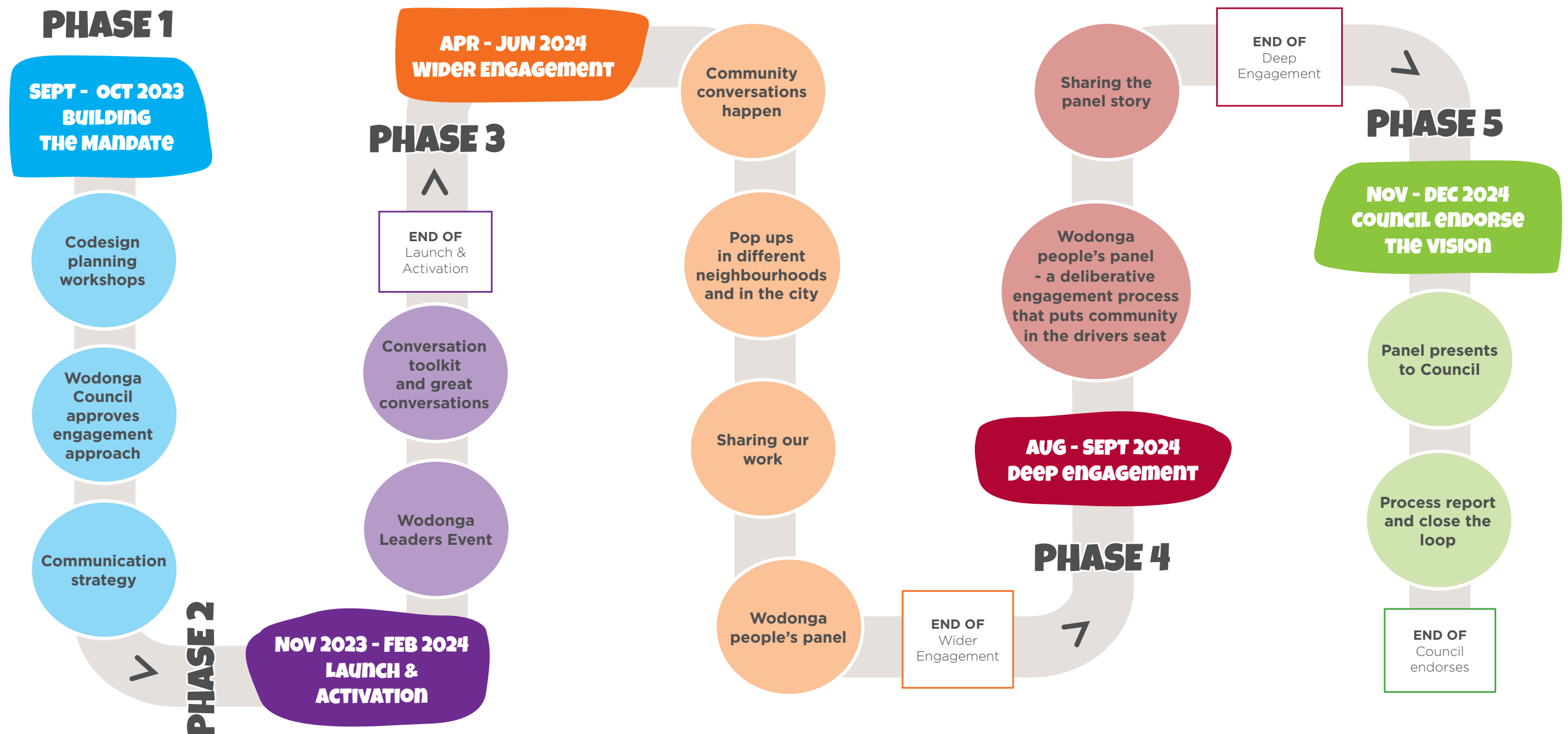
| CATEGORY | GROUP | LEVEL OF INFLUENCE |
|---|---|---------------------|
| COMMUNITY CONTRIBUTORS (CODESIGN PARTICIPANTS) | Albury Wodonga Ethnic Communities Council | Collaborate |
| | Access Committee members | Collaborate |
| | North East Water | Collaborate |
| | Gateway Health | Collaborate |
| | Wodonga Federation of Government Schools | Collaborate |
| | Sport and Recreation Victoria - Hume region | Collaborate |
| CRITICAL COMMUNITIES | Young people | Collaborate/Empower |
| | Children | Collaborate/Empower |
| | Families | Collaborate/Empower |
| | Seniors | Collaborate/Empower |
| | Aboriginal and Torres Strait Islander community | Collaborate/Empower |
| | Culturally and Linguistically Diverse communities | Collaborate/Empower |
| | People with a disability | Collaborate/Empower |
| | Business | Collaborate/Empower |
| | Community Centres and Hubs | Involve |
| ORGANISATIONS | Schools and early years providers | Involve |
| | Senior services i.e. Senior Citizens Centres, Retirement Venues | Involve |
| | Service clubs | Involve |
| | Recreation and sporting clubs | Involve |
| | Leisure and social clubs | Involve |
| | Businesses and industry organisations | Involve |
| | State Government | Consult |
| | Major employers | Consult |
| | Neighbouring councils | Consult |
| | Media | Inform |
| | Wodonga community | Involve |
| COMMUNITY | Surrounding communities | Involve |
| NO CATEGORY | Business and holiday visitors | Consult |



MAKE WODONGA YOURS

Strategic Engagement Plan

ENGAGEMENT ROADMAP



CALENDAR OF events

PHASE 1

SEPT - OCT 2023
BUILDING THE MANDATE

PHASE 2

NOV 2023 - FEB 2024
LAUNCH & ACTIVATION

PHASE 3

APR - JUN 2024
WIDER ENGAGEMENT

PHASE 4

AUG - SEPT 2024
DEEP ENGAGEMENT

PHASE 5

NOV - DEC 2024
COUNCIL ENDORSE THE VISION

| | Codesign planning workshops | Wodonga Council approves engagement approach | Communication strategy | Wodonga Leaders Event | Conversation toolkit and great conversations | Community conversations happen | Pop ups in different neighbourhoods and in the city | Sharing our work | Wodonga people's panel | Wodonga people's panel - a deliberative engagement process that puts community in the drivers seat | Sharing the panel story | Panel presents to Council | Process report and close the loop |
|-----------------------|---|---|--|--|--|--|---|---|---|--|---|---|---|
| PURPOSE | Bring together Wodonga Council and community contributors to design the engagement approach together. | Wodonga Council supports the engagement approach and provides the budget to deliver it. | Tools and resources that encourage awareness and understanding of the Wodonga community vision and priorities and how people can get involved. Materials will be provided in different formats with the purpose of reaching multiple communities. | Event to celebrate the launch of shaping the 2050 Wodonga Vision | Toolkit to provide guidance on supporting community conversations that feed into the vision. Community launch event showcasing the conversation toolkit | Working with community and business networks, established meetings and encourage a range of community conversations capturing the diverse interests of the community. Work with schools, early learning and children based groups to make sure our youngest voices are heard. | Reach people that may not engage through established networks and groups...we'll go to you! | A report and video that shares what we have heard from the wider engagement | A 'mini public' that looks like the people that make up the Wodonga community is recruited. | A multiday panel to deliberate on the community vision and priorities for 2050 | Story's and experiences of the people's panel is shared with the community as the panel progresses their work | The Wodonga People's Panel presents their vision and priorities to the 2024 Council | Report is prepared by the facilitation team on the deliberation process and the report is shared with Council |
| DATA IN | 2033 Wodonga Vision | Strategic Engagement Plan | Existing communication channels | | Strategic Engagement Plan | Toolkit | Pop up materials and Toolkit Calendar of events | Vision ideas boards | Residential and business database | Strategic Engagement Plan What was said report | Experiences of panel members | Wodonga people's panel report | Strategic Engagement Plan Facilitation plans Wodonga people's panel report |
| DATA OUT | Strategic Engagement Plan | Council budget allocation | Strategy and tools and resources - videos, newsletters, flyers and conversations with community and business leaders | Community leaders commitment to support future engagement | Toolkit | Vision ideas boards | Large vision ideas board | What was said engagement report | People's panel | Wodonga people's panel report on the vision and priorities | Vox pop videos | Council endorsement of the vision and priorities | Process report available for public interest Media release and final communication materials |
| WHO ARE WE TARGETING? | | Community and business leaders Council staff | Wodonga Council | Community, business and interest groups | Community and business leaders | Critical communities | Community all around | | Residents and business owners | Randomly selected people's panel | Panel members | Panel members and Council | Facilitation team Council, panel members and community all around |