


Communications & Engagement Strategy

2021-2024




ACKNOWLEDGEMENT OF COUNTRY

The Shire of Esperance acknowledges the Nyungar and Ngadju people who are the Traditional Custodians of this Land and their continuing connection to land, waters and community. We pay our respect to their Elders past, present and emerging.

Contents

Welcome	5
How & Why We Engage & Communicate.....	6
Encouraging Conversations.....	8
Our Framework	10
Our Community Engagement Principles	12
Our Community.....	14
Where We Want To Be.....	18
Let's chat: Community Engagement.....	20
Let's communicate: External Communications.....	22
Let's promote: Marketing & Public Relations.....	24
Let's connect: Digital & Online Communities.....	26
Let's create: Graphic Design.....	28
Let's inform: Media	30
Measuring Success.....	32

An aerial photograph of a beach with a white sandy shore and clear turquoise water. Several vehicles, including red and white pickup trucks, are parked on the sand. A few people are visible near the water's edge. A wooden pier extends into the water in the upper right corner. The text is overlaid on the water area.

We are the meeting place of
outstanding beauty, opportunities for
growth and warm welcoming people.

- Strategic Community Plan 2017 - 2027

Corporate Mission

The Shire of Esperance, as custodians of community infrastructure, will endeavour to be efficient, sustainable and responsive to community needs. As a leading organisation we will operate in a responsible, transparent and ethical manner.

Welcome

Meaningful communication between the Shire of Esperance and the public is essential for our community's growth and success. This two-way process solidifies our connection, engagement and ability to drive progress based on our community's needs.

The Shire of Esperance prioritises proactive, transparent and consistent communication with our community, visitors, staff and stakeholders.

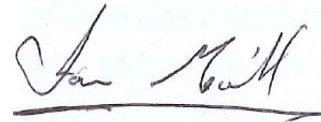
We want our community to be inclusive for all. This means that communication needs to be clear, accessible and delivered to effectively meet the requirements of our vast and various communities – Esperance town, Dalyup, Cascade, Condingup, Salmon Gums, Grass Patch, Scaddan and Gibson.

This Communications & Engagement Strategy has been prepared as a framework to support Council's Strategic Community Plan 2017-2027. It incorporates objectives and key initiatives from the Plan, providing guidelines to ensure ongoing improvement of the Shire's communication and engagement practices.

This strategy has been produced in-house by the Shire's Marketing & Communications team. It is the result of consultation with current best practice, Shire stakeholders, other local governments and past community perception survey results and comments. This strategy will assist the Shire of Esperance maintain an environment where the voice of the community is at the heart of the services and infrastructure that it provides.

Considered communication and engagement is a vital element to create a thriving community, and as such, I encourage people of all ages to take any and every opportunity to communicate and engage with Shire staff and your Council representatives.

I am proud to present this Communications & Engagement Strategy and believe that its successful implementation will result in a strong relationship between the Shire, your Council, and our community.



Cr Ian Mickel
Shire President



How & Why We Engage & Communicate

Engage

The purpose of community engagement is to ensure that the Shire;

- improves decision making
- maintains healthy relationships with the community
- increases community participation in the activities and decision making processes of Council
- enables the community to work together on issues that matter to them
- builds on the community's understanding of the Shire's role and responsibilities as well as our financial and legislative requirements, and
- provides engagement opportunities that are inclusive and accessible.

Our Tools

The graphic below lists some of the key channels and tools that support communication and engagement across the Shire of Esperance.

The Shire encourages its staff to consider new and innovative ways of communicating and engaging with stakeholders. If staff would like to suggest new channels, they are invited to discuss these ideas with the marketing and communications team.

Some of our tools include:



The Shire uses many methods of communication to reach target audiences. When choosing the best channel or method of communication, the focus should always be on the audience; what do we know about them, and how are they most likely to access this information?



Encouraging Conversations

An exchange of ideas

The Shire of Esperance recognises that views gathered through conversations and engagement should be representative of a broad cross section of the community.

Where possible, the Shire is committed to ensuring open access through;

- use of accessible venues for in person engagement,
- promotion of accessibility options,
- ensuring a range of engagement methods are used, and
- provision of easy to read materials or direct support to interpret documents.

In addition, we have identified in the following table opportunities for thoughtful consideration to optimise value from communications and engagement.



Maximise communication opportunities

Children	<ul style="list-style-type: none"> • Use clear, simple and informal language, free from jargon and acronyms • Avoid potentially intimidating techniques and venues • Inform young people about what Council does
Young people	<ul style="list-style-type: none"> • Use clear, simple and informal language, free from jargon and acronyms • Consider incentives • Use channels they are already familiar with • Use existing relationships (eg. Children and Youth Services)
Women	<ul style="list-style-type: none"> • Choose safe venues in directly accessible public locations
Men	<ul style="list-style-type: none"> • Identify and use the same channels they already use • Create content on topics they are familiar with
Older people	<ul style="list-style-type: none"> • Use large print for written materials • Choose accessible venues • Consider transport options to facilitate communication (Homecare bus schedule) • Use existing relationships
Working families	<ul style="list-style-type: none"> • Consider timing and childcare needs • Consider venue options that are appropriate for children
Indigenous people	<ul style="list-style-type: none"> • Invite and encourage involvement of respected elders • Use clear and simple language, free from jargon and acronyms • Use existing relationships (eg. Reconciliation Action Plan group)
Culturally diverse community	<ul style="list-style-type: none"> • Use clear and simple language • Consider use of interpreters • Translate printed material • Respect cultural difference • Invite respected community leaders • Consider dietary requirements
People with a disability	<ul style="list-style-type: none"> • Use clear and simple language, free from jargon and acronyms • Avoid activities that require long periods of concentration • Encourage participants to bring a support person • Consider information format • Ensure adequate lighting • Avoid or reduce background noise whenever possible • Repeat and rephrase as required

Our Framework

Committed to engagement

This Strategy signals our commitment to delivering communication and community engagement activities in line with the professionally recognised International Association for Public Participation (IAP2) Public Participation Spectrum and our adopted Community Engagement Policy.

An internal Community Engagement Framework will complement this Strategy. The Framework will give Shire staff a structure to follow for engagement, with the expectation that the process will become standardised and reportable across the organisation. It will also guide development of specific, effective

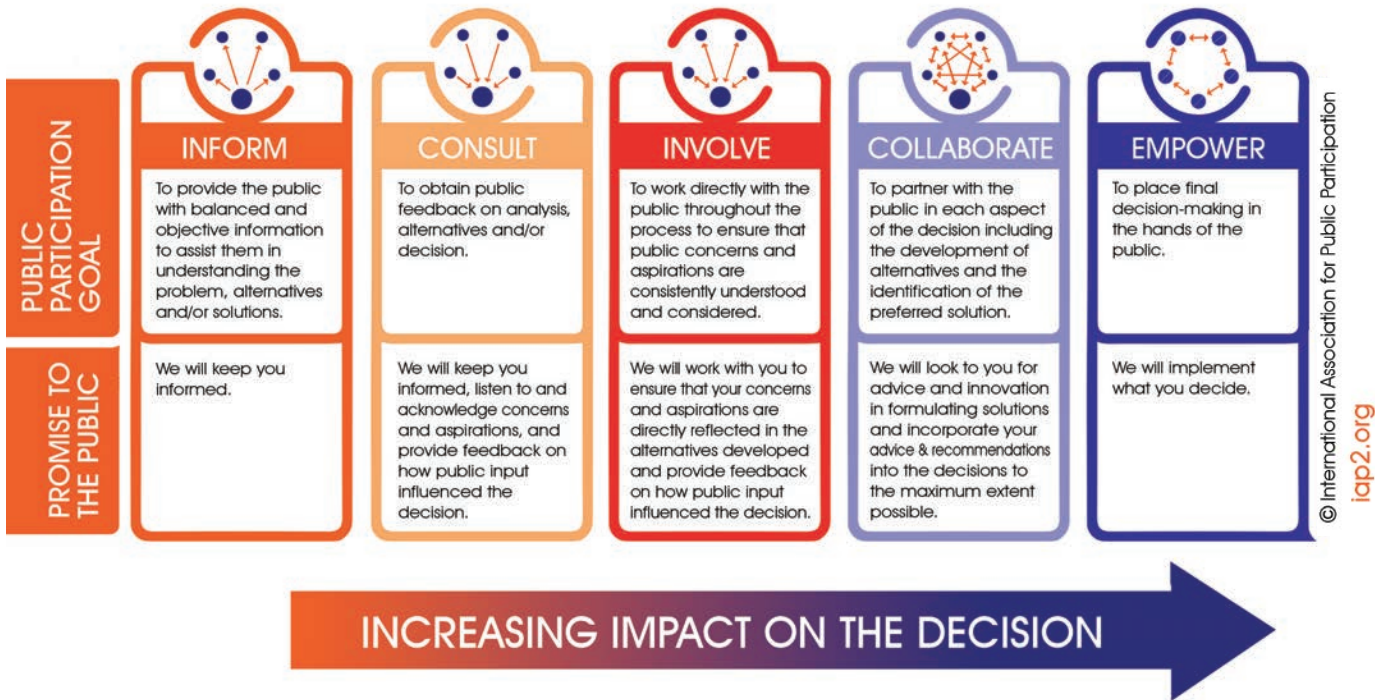
communication and engagement plans, clarify priorities and create genuine opportunities to connect and to make better use of Shire services, events and activities.

The Shire of Esperance understands that community engagement does not necessarily mean achieving consensus. It does however, involve seeking broad informed agreement and the best possible solutions for Council, the Shire, and the community.



The IAP2 Public Participation Spectrum Table

This table sets out the levels of engagement and influence for different decisions. They are not mutually exclusive and, in most cases, the Shire of Esperance will endeavour to use a combination of techniques to ensure the engagement process is successful. We aim to ensure that residents and stakeholders have access to information to understand what Council is doing and the decisions they make.



Our Community Engagement Principles

Our commitment to you

The Shire of Esperance Community Engagement Policy, available from our website is based on a set of core values adapted from IAP2 principles. These principles are used to guide the development, implementation and evaluation of Council and Shire engagement processes.

Community engagement increases opportunities for the community to provide advice and influence planning. This process supports decisions that recognise the needs and interests of the whole community.

Shire officers make recommendations to Council based on results from engagement, known facts and research.

Council members then make their final decisions after considering the information provided.

The following principles embody Council's and Shire officers' commitment to community engagement:

- Be representative of the broader community and ensure their views are adequately reflected when making decisions.
- Seek out and encourage contributions from community members who may be affected by or interested in a decision.
- Actively listen so the community's ideas and input can assist in making decisions.
- Inform the community about decisions, and how their input was considered.
- Prior to any decision Council and Shire staff will ensure that they are well informed regarding the benefits of alternative decisions, reflecting all sides of the argument and including any community input on matters before them.
- Collaborate with key stakeholders and other levels of Government to achieve common goals for the Shire.
- Provide relevant, timely and balanced information so that community/stakeholders can contribute in a meaningful way.
- Provide a variety of appropriate, inclusive and accessible ways for people to have their say and to speak honestly.
- Endeavour to achieve engagement processes that are appropriate, accessible, well planned and adequately resourced.
- Clearly identify the level of community influence and limitations as part of each consultation/engagement.

The timing of community activities should take into account key dates (school holidays, special events etc.) to ensure that maximum opportunity is given to encourage community input.

Shire officers should always verify that Council and the Shire are meeting legislative requirements regarding community consultation in all areas of service delivery.

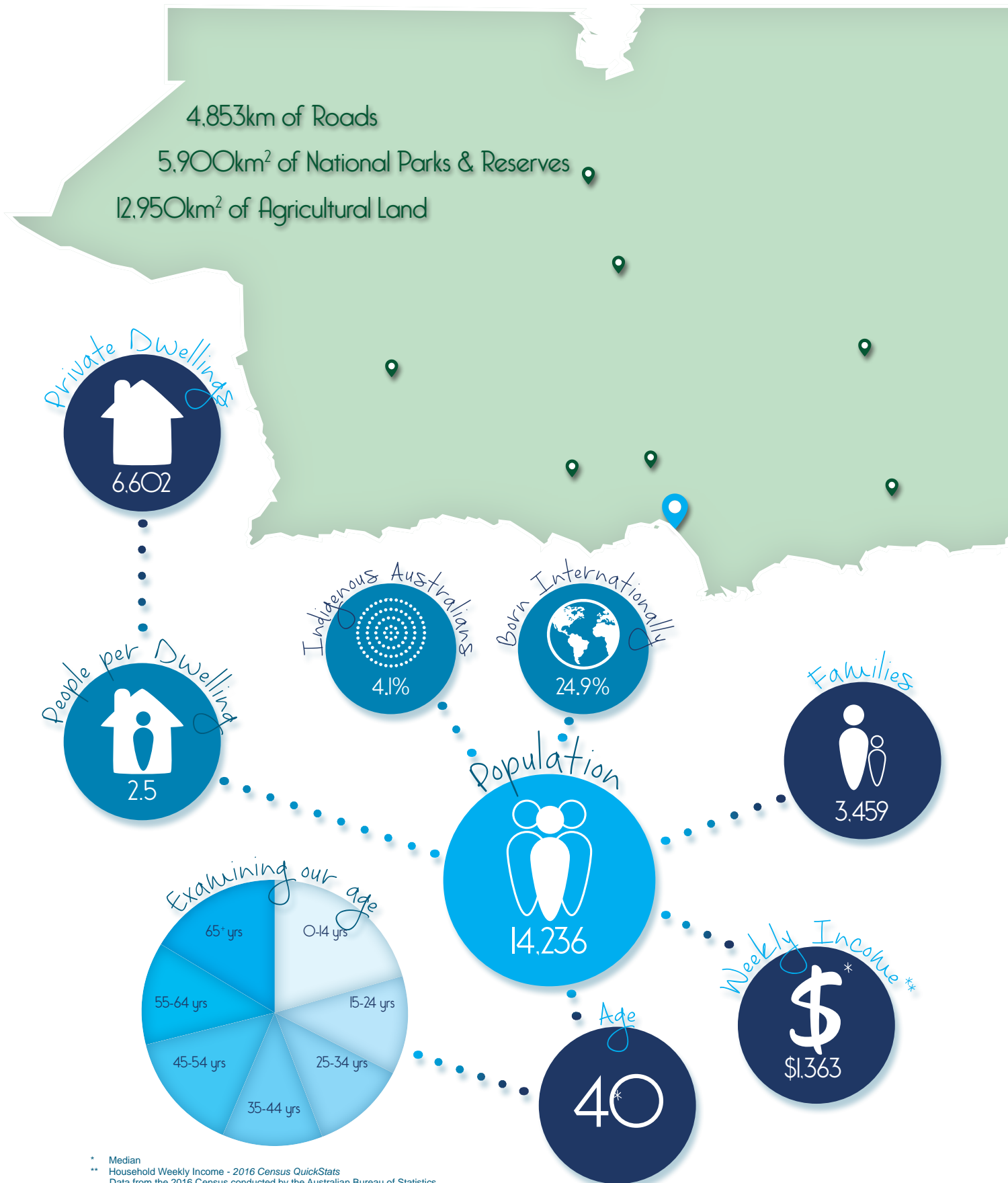
As outlined in the Shire's Community Engagement Policy, the Community Engagement Spectrum is relevant to Council representatives and Shire officers when interacting with the community. It guides both Council and Shire staff, ensuring the level of engagement undertaken relates directly to the level of community involvement required and should make sure it is appropriate to the nature, complexity and impact of the issue, plan or strategy.

In some cases requirements may be imposed by the State Government and this may override the policy and matrix.

Actively listen so the community's ideas and input
can assist in making decisions



Our Community



Progress Snapshot

The Shire of Esperance has undergone noteworthy organisational changes over the past few years, while the community we serve has and will continue to progress and grow.

Our residents

There just over 14,000 residents within the Shire of Esperance local government area, which covers over 42,000 square kilometers, making it one of the lowest population densities to be found anywhere.

Families make up a large percentage of our population (42.8% with children and 42.2% couples without children), while single person households account for over a quarter (26.4%). Our residents live primarily in separate houses (86.1%), followed by 10.4% in semi-detached, or townhouse type dwellings.

Of the approximate 4,841 people who work within the Shire of Esperance, 87.8% also live in the area (this figure does not include people who are unemployed).

Our organisation & developing this strategy

This strategy builds on the Shire's previous documents, policies and frameworks, including past Community Perception Survey results and comments, the Shire's Community Engagement Policy, the Working Guide on 'How to Talk to the Media', our internal communications charter, Corporate Business Plan 2019/2021-2022/2023, and Strategic Community Plan 2017-2027.

The Strategic Community Plan 2017-2027 was initially collated and adopted by Council in 2017. The community input received at the time was invaluable in updating the Plan to reflect our community's values and aspirations. It captured the thoughts and ideas of the people of Esperance and identified the goals of our diverse community, reaffirming the Shire's vision: "We are the meeting place of outstanding beauty, opportunities for growth and warm welcoming people".

After the most recent Local Government Election in October 2019 the incoming Council reviewed the Strategic Community Plan and reset some key focus areas which included measurable actions/outcomes for the next 2.5 years. These actions and outcomes have heavily influenced the creation of this Strategy.



Our Community

Our Values

The updated Strategic Community Plan reflects not only our community aspirations, but also our organisational values, outlining guiding principles which all Shire of Esperance representatives aspire to achieve. They reinforce what is important to us, represent who we are and how we see ourselves, shape our organisational culture and tell our community and customers what they can expect of us.

The Shire of Esperance's Values are summed up in the acronym **P.R.I.D.E**



Professionalism in the standards and ethics of our actions



Respect through courtesy and honesty in our dealings with all people



Integrity that builds community trust



Dedication - a committed team that works together to provide leadership for the community



Excellence in the service that we provide for the community.

Our Values also inform the Shire's Customer Service Charter, outlining the standards we adhere to in the delivery of professional, reliable and consistent customer service, and how the Shire expects the community to interact with our staff.



Where We Want To Be

Our Core Aims sit at the heart of all organizational communication and engagement efforts

- Our communication is creative, innovative and engaging. We are proactive while maintaining responsiveness.
- Our interactions are genuine and human. We listen to our communities, respect their views and respond openly and transparently.
- Our staff and Councillors are informed and empowered to communicate effectively.
- We strive for continuous improvement

GOALS

This Strategy outlines the different service offerings and approaches we will take to ensure proactive and positive information sharing across all of our audiences. The Strategy is a four year document, however it will be reviewed annually to ensure the actions and goals remain relevant and contemporary in a rapidly changing communications environment.

The key goals of this Strategy are:

GOAL 1

Establish a brand that is authentic, trusted, relatable and human – a story our audiences want to be part of

GOAL 2

Deliver tailored communication and engagement to meet the varied needs/considerations of our community

GOAL 3

Strive for innovation and creativity

GOAL 4

Build robust processes and procedures to support our communication and engagement activities

GOAL 5

Develop a culture of proactive communication

Let's chat

Community Engagement

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Let's communicate

External Communications

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Let's promote

Marketing and Public Relations

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Let's connect

Digital and Online Communities

• • • • •

Let's create

Graphic Design

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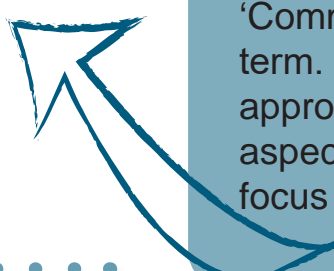
Let's inform

Media

• • • • •

We see the overarching role of communications as reinforcing the link between the Shire and our community. Success is dependent upon both Shire staff and our Council representatives implementing structured and effective approaches to genuinely engage the community, resulting in a human, open and honest relationship between our organisation and the people we serve.

'Communications' is a broad term. To help us guide specific approaches we've grouped the aspects of 'communications' into focus areas:



Communication is defined as:

the process of exchanging thoughts,
ideas, facts, emotions and opinions
between two or more people.



Let's chat: Community Engagement



Purpose

Create meaningful engagement opportunities that result in an active and connected community.

Continue to strengthen relationships with the community so that engagement activities are ongoing, back and forth conversations rather than isolated events.

Functions

- Provide all stakeholders with the information they need to participate in decisions about projects, initiatives and activities that the Shire delivers
- Address the various requirements for community consultation and engagement set out in the Local Government Act 1995 within our Community Engagement Policy, Community Engagement Framework and the IAP2 Public Participation Spectrum.
- Facilitate conversations, provide genuine engagement opportunities, and analyse the feedback received
- Advocate for the community's views with internal decision makers



Actions for Improvement	Goals	Timeframe
Review the current Community Engagement Council Policy and Social Media Policy to be more reflective of the increasing role of social and digital engagement.	4	By September 2021
Create an internal Community Engagement Framework to provide a best practice approach to community engagement activities. All major Shire projects will then be expected to follow the processes outlined in the Framework to ensure proper planning and reporting takes place.	4 5	By September 2021
Build stronger relationships with hard to reach communities and develop a tailored approach to ensure transparent and open access across the community.	2	Ongoing
Provide a variety of methods for audiences to participate at a time, and in a way, that suits them.	2	Ongoing
Monitor and evaluate emerging engagement trends to ensure that our engagement always meets the needs of our community.	3	Ongoing

Where we are now

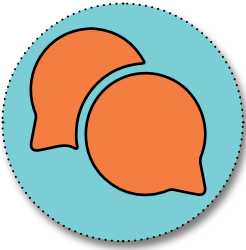
We have an active program of community engagement, ranging from informal drop-in sessions, more formalised targeted group sessions, as well as online feedback projects and consultation (via Social Pinpoint software) on our website. There is an increasing level of support and active engagement with our community. The Shire's Community Engagement Policy, Community Engagement Framework and IAP2 Public Participation Spectrum underpin our engagement activities.

Where we want to be

We will provide consistent and meaningful access to information so that community and customers have the opportunity to contribute to and/or understand the decision-making process. We will design and implement creative and innovative engagement practices that increase opportunities for all stakeholders. We will model best practice, be flexible and proactive.



Let's communicate: External Communications



Purpose

Deliver planned and effective communications, using innovative and cost-effective channels.

Seek out opportunities to communicate all Shire services, events and initiatives and raise awareness with all Shire stakeholders.

Promote the work our dedicated staff undertake on a daily basis. Contribute content that creates a sense of community pride and spirit.

Functions

- Plan, deliver and advise on clear and consistent communication across multiple channels
- Contribute to an informed and empowered community
- Increase awareness and knowledge of both Shire and Council activities, decisions and services
- Meet legal obligations as set out in the Local Government Act 1995
- Report regularly and honestly on the Shire's performance to the community
- Provide ongoing analysis and reporting on effectiveness of communications



Actions for Improvement	Goals	Timeframe
Ensure adequate communication resources are planned for, and included in all Shire projects, events and activity planning.	4 5	Ongoing
Shift internal culture to embrace alternative/new methods/channels of communication to meet the growing demand for information and interaction online, while also maintaining our more traditional communication avenues for older community members	5	Ongoing
Communicate transparently and honestly about the role of Council/ staff, our decisions and activities.	5	Ongoing
Develop an internal Community Engagement Framework	2 4 5	By September 2021



Where we are now

We regularly communicate the many services, events, and initiatives that the Shire of Esperance provides. We use multiple tools to reach our community and customers, from online to direct mail. Actions from the most recent Strategic Community Plan review are almost complete and some of the overarching themes that drive best practice communications will be carried forward into the new plan.



Where we want to be

We will have a proactive, strategic approach to delivering effective, wide-reaching communications using a balance of traditional and emerging channels. We will continue to develop and strengthen relationships with our community by considering unique communications needs and preferences among different audiences.



Let's promote: Marketing & Public Relations



Purpose

Promote the strengths that form our community's character – our events and activities, as well as our heritage, culture, natural and built environments.

Celebrate and create the stories that build a positive image of Council, our staff, our community and our region.

Promote the Shire's business functions and units, and the many services they provide.

Functions

- Actively market the projects, initiatives and events that the Shire delivers
- Actively market the services of the Shire's associated business units
- Increase pride throughout the Esperance Shire
- Increase participation in the Shire's various programs, services and events



Where we are now

The Shire of Esperance's activities, events and services are regularly shared through established communication channels. Marketing plans were often developed on an ad hoc basis in silos, and a cohesive and coordinated strategy to effectively connect our community with the many services and programs that the Shire offer was not achievable.



Where we want to be

We will aim for an active, strategic and collaborative marketing approach for all major Shire initiatives in order to deliver innovative campaigns that go beyond just sharing information. We will tell the stories that capture the strengths of our region's character, build a positive image of staff and Council, and enhance overall community pride. Our collective promotional approach will maximise the participation and success of Shire programs, events and services.

Actions for Improvement	Goals	Timeframe
Advocate for specialist marketing & community engagement skills training (IAP2) for key staff involved in community engagement projects, to help drive all key functions and strategies related to marketing & promotion.	1 2 3 4 5	By June 2022 - or whenever training becomes available
Strengthen the Shire's reputation and identity through consistent messaging and an engaging visual presence.	1	Ongoing
Undertake a desktop study of market segmentation to develop a deeper understanding of our key audiences and to ensure effective resource allocation.	2	By September 2021
Update and develop a Shire of Esperance Corporate Marketing & Branding Guide	1 2 3 4 5	By July 2022
All Councillors to proactively & regularly provide leadership and guidance with the local groups and organisations they are involved in and facilitate open communication between these groups and the Shire.	2 4 5	Ongoing



Let's connect: Digital & Online Communities



Purpose

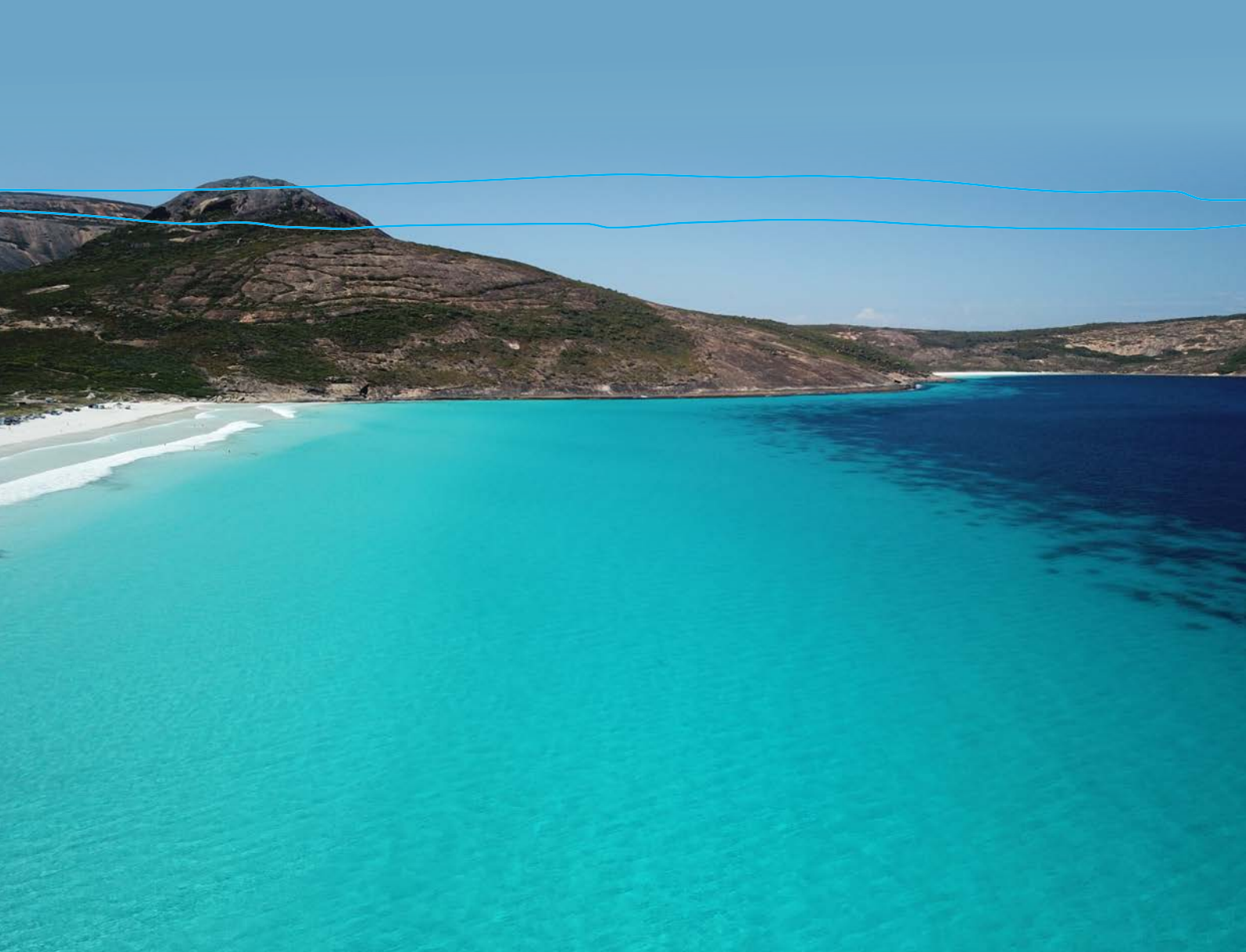
Foster meaningful and engaging relationships with our online communities. Guide consistency, style and voice for all of the Shire's associated channels and sub-brands.

Functions

- Share information about Shire services, events, information, policies and processes
- Develop and manage the Shire of Esperance and Visit Esperance website, digital and social media platforms
- Respond to questions and comments from our audiences
- Foster an accessible, honest and meaningful connection between the Shire and our audiences
- Provide training and ongoing support to staff and Councillors involved in approved social media activities
- Develop a consistent style, tone and personality for digital communications



Actions for Improvement	Goals	Timeframe
Develop a consistent and accessible brand which includes style, tone and language. This can be done in part by reviewing/updating the Social Media Policy and developing a Corporate Marketing and Branding Guide.	1 2 3 4 5	By June 2022
Review and rationalise sub-brands, work with content owners to ensure information is relevant and consistent.	1	Ongoing
Work towards all Council content being AA rated according to Web Content Accessibility Guidelines (WCAG 2.0 Guidelines) [To meet WCAG 2.0 Level AA conformance, the website is usable and understandable for the majority of people without disabilities.]	2 4	Ongoing
Access to best local government industry standard media monitoring software to ensure sentiment is measured and the messages (both from internal and external) are being captured and monitored accordingly.	1 2 3 4 5	Ongoing



Where we are now

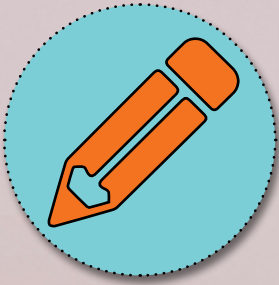
We regularly share information about Shire services, events, information, policies and procedures on social and digital media platforms, as well as more traditional platforms, using a friendly tone and engaging, accessible language. We have a timely response rate to audience questions and are continually growing our online communities. The marketing & communications team are proactive and work hard to keep abreast of best practice and social media trends. The Shire's online social presence is a key strength for the organisation, as reinforced by WALGA's recent MARKYT Community Resilience Scorecard survey. In this survey the Shire of Esperance scored well above the average for communication dispersion and response, compared to other local governments within the state.



Where we want to be

We will continue to refine and develop a consistent voice and flow of information across Shire social and digital media platforms as well as the Shire's sub-brands, so we can continue to build a positive image of the Shire and its reputation as a key source of trusted information for the community. Time and resources permitting, we will aim to create high quality, engaging visual content for our community and customers. A specific budget allocated for social media will deliver a wider range of high quality content that is accessible, engaging and maximise our online community following – which continues to expand and grow.

Let's create: Graphic Design



Purpose

Promote a professional image of the Shire and strengthen our brand through creative, engaging and informative designs.

Functions

- Where resources and skills permit, provide graphic design advice, feedback and services to all Shire areas for print and online publications
- Promote Shire services, events and initiatives via quality graphic design
- Ensure the Shire's visual communications are clear, consistent and maintain a positive image
- Strengthen our Shire brand through consistent use of logos, colours and fonts
- Monitor and make recommendations on Shire's corporate brand and associated brands



Actions for Improvement	Goals	Timeframe
Develop an organisation branding guide with templates and examples	1 4 5	By July 2022
Audit and catalogue images used across the organisation to ensure consistent level of quality and style	1 4	Ongoing
Categorise and promote a collection of high quality, approved images that can be used by shire staff, Councillors and associated business units.	1 4 5	Ongoing
Develop design guidelines for sub-brands, including how the Shire logo will be integrated into materials and assets.	1 4	July 2022
Access to graphic and media production software.	2 3 4 5	Ongoing
Access, including allocated time, to training/upskilling staff in relevant software.	2 3 4 5	Ongoing



Where we are now

The current Shire of Esperance logo is our second 'formal' logo, however these are not the only logos associated with the organisation. Each facility has their own separate logo. These include the Bay of Isles Leisure Centre, Visitors Centre, Homecare, Library, Wylie Bay Waste Management Facility and the Museum. The 'Create your own Story' initiative also has a logo. This can lead to confusion for some.



Where we want to be

Through the development of templates, comprehensive branding guidelines and a shared use media library, we will aim to strengthen the Shire's brand and visual identity online, in publications and promotional materials. We will have strong, consistent and engaging marketing assets to ensure wide participation and awareness of Shire events, programs and services.

Let's inform: Media



Purpose

Deliver clear, consistent and factual information to the media to facilitate accurate and objective coverage of all Council decisions and Shire activities.

Functions

- Inform the community by sharing timely and relevant news stories and updates
- Maintain strong relationships with journalists and media outlets
- Ensure all Shire and Council media representatives are equipped with information and resources
- Deliver timely and accurate responses to enquiries



Where we are now

In an increasingly digital age, we understand and accommodate our community's varying needs, balancing the need for sections of our community still reliant on traditional media channels (newspaper, radio, television) with those who would prefer to receive their news in digital form.

The use of proactive media releases means we control the dialogue to a greater extent, while keeping our community up to date and informed of our events, initiatives and projects.



Where we want to be

Our messaging will be strategic and proactive, generating accurate news and media opportunities and further enhancing the Shire's image as an organisation that is innovative, valued and trusted. We will be up-to-date on consumer habits, innovative and relevant.

Our media engagement will be reflective of a modern world; expanded to include targeted distribution across diverse and alternative media and other opportunities.



Actions for Improvement	Goals	Timeframe
Review, update and implement our “How to Talk to the Media” Guide.	4	By August 2021
Develop a Media Guide specifically for elected Councillors - to be introduced as part of the future induction process.	4 5	By September 2021
Equip the Marketing & Communications team with appropriate resources to create and manage innovative content.	1 2 3 4 5	Ongoing
Develop crisis management media protocols.	4	By November 2021
Staff access and opportunity to appropriate crisis communications training.	2 4 5	Ongoing- As training becomes available



Measuring Success

How We Will Measure Success?


Goals	Timeframe	
1. Establish a brand that is authentic, trusted, relatable and human - stories our audiences want to be part of.	1.1	Increased brand awareness measured through community survey.
	1.2	Increased visual narratives measured through social analytics.
	1.3	Media monitoring sentiment index figures - provided via MyMedia or similar software.
2. Deliver tailored communications and engagement to meet the varied needs of the community.	2.1	Increased participation measured through: community survey social media reporting Social Pin Point reporting
3. Strive for innovation and creativity.	3.1	Benchmark against best practice case studies - Manager, Marketing & Communications discussion with LG Pro WA Communications Network Committee.
	3.2	Number of initiatives trialled and their success.
4. Build robust processes and systems to support our communication and engagement programs /activities.	4.1	Number of Shire departments projects that request communication & engagement plan assistance from the Marketing & Communications team (as measured via PULSE reporting) and their success (measured via evaluation and analytics).
	4.2	Number of new processes developed and implemented that provide efficiencies around communication and engagement activities.
	4.3	Development of a Community Engagement Framework.
5. Strive to develop a culture of proactive communication.	5.1	Number of staff trained in communication and engagement.
	5.2	Increased awareness of communication as part of everyone's role, measured through a culture survey.

The establishment and implementation of this Communications & Engagement Strategy will raise awareness of Shire communications with the community, Council and staff alike.

This is our inaugural Communications & Engagement Strategy, with limited resourcing to support it. As such, while it provides direction and structure for staff, it generally aligns expectations with Council's existing resource capacity (staff and monetary budget) to implement new directions for Council in this regards.

The focus in our industry is moving to embrace more community consultation. As recently as 18 months ago the Shire had no overarching structure for communications: we have embarked on an ambitious schedule of growth and development. Our vision has already created a more informed and cohesive community and better relationships with media organisations, among other benefits.

We look forward to refining our Strategy further as we build community confidence that Council is listening, acting and making decisions in the best interests and needs of the community.

A photograph of two hikers, a man and a woman, standing on a dirt path in a coastal landscape. They are looking at an informational sign mounted on a wooden post. The man is wearing a blue shirt and a hat, and the woman is wearing a black shirt and a backpack. The background shows a vast, open landscape with low-lying vegetation and a clear blue sky. A large, light blue circular graphic is overlaid on the bottom left of the image, containing contact information for the Shire of Esperance.

**For further details on the
Communications and Engagement
Strategy please contact the Shire of
Esperance**

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