

# Marry me?

What is good engagement?



***NELSON CITY COUNCIL***

# Representation vs Participation

- The Local Government Act 2002, section 10 determines the purpose of local government includes enabling “democratic local decision-making and action by, and on behalf of, communities”
- Increasing information availability, technological advances and higher education levels, mean people now expect and demand more direct input into decisions that affect them



***NELSON CITY COUNCIL***

# So what's good engagement?

- Meeting legislative requirements
- Satisfying the community's expectation for contribution to decisions
- Improving feelings of citizenship
- Gathering information to support a good Council decision



***NELSON CITY COUNCIL***

# Getting satisfaction it's strategy, character, process and content

1. Attention to strategic issues of intention and organizational attitude (an open mind, influence)
2. Clarity of purpose
3. Commitment to honesty and consistency
4. Demonstrable respect for submitters (particularly in hearings).
5. Processual correctness
6. Consultation must reach affected people
7. Have unbiased information (and do this consistently to develop integrity)
8. Consultation forms that are easy to complete
9. Choices for submission channels
10. Communication clarity, relevance and timeliness



# Good plans shape good decisions

- The communication/consultation plan must focus on
  - identifying communities of interest,
  - barriers, issues and priorities, not answers
- A well designed submission form that allows
  - tracking of submitter makeup
  - open and closed questions
  - gathers answers to the questions Council are struggling with the most



***NELSON CITY COUNCIL***

**and ...**

... they became engaged and lived happily every after.



***NELSON CITY COUNCIL***