



Public engagement via community and service groups

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On behalf of
Franklin District Council





*We were born to unite with our
fellow men, and to join in
community with the human
race.*

- Cicero





Why

Present the LTCCP 2006 and:

- Launch Council's vision and mission
- Reach beyond usual meeting attendees
- Target the widest possible audience
- Connect with communities on their “patch”



What

Schedule town and rural hall meetings and:

Meet with community and service groups

- Country Women's Institute
- Greypower
- Lions
- Probus
- Rotary
- RSA





How

Engage different communities of interest

- Schedule a visitor's slot in regular meetings
- Provide platform for Councillor leadership
- Opportunity to share a new vision
- Design tailor-made presentations
- Add plenty of dialogue and discussion time





Results

Five tangible outcomes

1. Audience reach peaked at 2000-plus
2. Submissions swelled to 470, from 100-plus
3. 120 submitters were heard, over 4 days
4. Submissions with substance and optimism
5. Debate lifted from “footpaths to the future”





Lessons learned

Chance to “go where people already meet”

- Great platform to launch strategic stuff
- A catalyst for wider-community interest
- Captive audience to share important issues
- Fosters new way to capture different views
- Creates environment for good debate ...
... and dialogue over a “glass of wine”





Down-side

Three pointers

- Demands a big commitment from the Mayor
- Effective to do sometimes, but not always
- Works best only for significant or new issues





Never doubt that a small, group of thoughtful, committed citizens can change the world. Indeed, it is the only thing that ever has.

- Margaret Mead

