

YOURSAY TO 2019

Report on What We Heard



STRENGTHENING ENGAGEMENT

The ACT Government, in launching a Communication and Engagement Strategy in February 2018, committed to improving engagement with Canberrans.

This commitment includes:

- Greater coordination of projects and initiatives that need the communities views
- Encouraging greater participation from across our diverse community
- Improving how government listens and gives feedback on how the views of the community have contributed to decisions and outcomes.

To track the improvements, the ACT Government sought to establish a baseline understanding of how Canberrans experience engaging with the government.



THE CONVERSATION

The ACT Government sought to engage the community by asking how people experienced engagement.

We invited people to share their views via a survey at www.yoursay.act.gov.au on the project page [YourSay to 2019](#) from Wednesday 14 February to Friday 23 March 2018.

A phone survey was conducted in March 2018 to understand the awareness of the YourSay platform.

Meetings with various stakeholder and community organisations have also taken place.

WHO ENGAGED

288 people participated in the YourSay survey about their experiences engaging with government, and 600 people participated in the phone survey.

90% identified as a citizen or member of the community; 3% were a representative of a peak body or interest group; 2.5% were from a community council; 2.5% were a business owner or operator, 1% were from a service provider and the remaining 1% had several roles. User testing of the online YourSay platform was also conducted.



Key insights from the community

Why we engage

1. 60% of respondents seek out more information on projects or initiatives that are subject to engagement. Telephone research found 33% of the community actively sought to engage with government.
2. Consistent information structure on YourSay helps people participate
3. Information in plain English with a clear call to action helps people engage

How we engage

4. Most respondents read the Our Canberra newsletter or visit YourSay. Currently 33% of Canberrans are aware of YourSay and 13% have used it. 81% of those who have used it found it easy.
5. Fix My Street, calling Access Canberra and attending community events were also popular ways to engage.
6. Respondents want government to bring conversations to where you are – online or face-to-face

What we care about

7. Most respondents want to know about land and planning projects or initiatives. Telephone research showed the top issues people engaged on where land and planning, transport and city services
8. Canberra community initiatives, transport, environment and health are also hot topics of interest

What we like

9. Consistent information structure
10. Plain English with clear calls to action

What we need

11. A simple summary of what was heard and how it informs government decisions or action
12. An understanding of who else has been engaged or who participated

WHAT'S NEXT?

The insights about how Canberrans engage with government will help track improvements and tackle practical steps to improve the experience of Canberrans.

We are now implementing:

- A simple report on what we heard (like this) for all engagements
- Consistent information structures for all online engagements on YourSay
- Improving the plain english within our engagement materials and publishing a summary of [telephone survey results](#)

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- Continuing discussions with peak bodies and community organisations
- Continuing to support [Deliberate ACT](#), the Community of Interest for improving engagement practices
- We will undertake the engagement experience survey again in 2019

To find out more about the ACT Government's commitment to Strengthening Engagement at www.act.gov.au/yoursay and other initiatives, policies and projects in Canberra that you can have your say on visit <https://www.yoursay.act.gov.au/> or subscribe to the [YourSay e-newsletter](#) to know when the conversations start.

Key Timings

Feb/March 2018

Engagement Survey #1

November 2018

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Early 2019

ACT Government Communications & Engagement Strategy update

Feb/March 2019

Engagement Survey #2

THANK YOU FOR YOUR FEEDBACK

800+

Survey responses via
YourSay and phone
research

33%

awareness of YourSay

81%

found YourSay easy to
use

6,000

subscribers to the new
YourSay e-newsletter