

Communications and engagement



The value we provide

- Inform the community about Council and facilitate opportunities for the community to inform Council projects, initiatives, policies and strategies.

What we do

- Enable two-way communication between Council and the community.
- Communicate accessible information for the community on Council's services, programs, projects, corporate governance and key initiatives.
- Promote Council's decisions, advocacy, events and activities through proactive media and communications.
- Inform and engage our workforce with internal communications.

Why we do it

- To support transparency and enable community participation to ensure Council understands the current and future needs of their customers.

Activities that support this service

- Communications and brand
- Digital communications and design
- Media relations
- Strategic engagement

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Our service at a glance

Service statistics	2018/19	2019/20
Communications and engagement		
• Number of projects/initiatives that we engaged the community on	43	28
• Number of pieces of feedback on the Council Plan and Budget	662	400
• Number of Twitter followers	7,718	7,980
• Visitors to the Council's website	885,153 (2017/18)	900,129
• Facebook followers	5,455 (2017/18)	11,722
• LinkedIn followers	3,051 (2017/18)	8,945
• Instagram followers	1,671 (2017/18)	4,220
• Online consultations designed and managed	28	-

Service risk profile Low/Medium

Strategic risks Residual risk rating

- None specific to this service

Policies documents that support this service

None specific to this service

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How much it costs to provide the service

	Budget 2020/21		
Operating costs	\$000	How the service is funded	\$000
Employee costs	2,176	Rates	2,176
Contracts	117	Parking revenue	330
Materials and other expenses	171	Reserves	(42)
Operating projects	0	Fees and charges (incl. statutory)	0
Total operating expenses	2,464	Grants	0
Capital projects	0	Other income	0
Total expenses	2,464	Total funding	2,464

(expenses include management overhead allocation, exclude depreciation and project expenditure)

FTE=17.8

Revenue from parking fees and fines is allocated on a proportionate basis across all service categories.

\$1.59 is spent on this service out of every \$100 of rates we receive

0% of costs are funded from fees and charges, grants or other income

Further revenue and expense information on the service

Activity	Expenses \$000	Revenue \$000
Strategic engagement	776	0
Digital communications and design	582	0
Communications and brand	452	0
Media relations	287	0
Management expenses	367	0
Total	2,464	0

Expenses exclude depreciation. Management expenses consist of apportioned costs for the Executive Leadership Team (CEO and general managers) and all department managers.

Major contracts (annualised expense) **\$000**

- None

Major leases (\$000) **Most recent market rental estimate** **Rent per year (\$ excl GST)**

- None

Major financial contributions **\$000**

- None

Major assets

Council assets (June 2020) **Value \$000**

- None

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Our Council Plan 2017-27 priorities

Completed

- Develop and implement a community engagement framework that is reflective of new and innovative engagement strategies that responds to changing community and stakeholder needs.

In progress

- Support the implementation of our Customer Experience Improvement Plan and Information and Communications Technology Strategy to streamline processes, improve systems, improve workforce mobility and transition to digital service delivery.
- Develop a community engagement policy.

Our projects (* means 100% and ** means partial grant and contribution funding)

Capital projects \$000	2020/21	2021/22	2022/23
None			
Total capital projects (excluding Fleet Renewal allocation)	0	0	0
Operating projects \$000	2020/21	2021/22	2022/23
None			
Total operating projects	0	0	0

How we are performing

Recent highlights

- Launching the online version of the Divercity newsletter
- Substantially growing our social media following during the pandemic period
- Community engagement and consultation on the draft Budget 2020/21 moved online, including Q&A sessions on our financial context, forums to discuss proposed changes to a select number of services and for the first time, online focus groups at the neighbourhood level.
- Delivered business support via webinars, including a business forum with 125 attendees, and online meetings with hundreds of landlords and tenants to understand their needs and offer assistance.
- Engaged with the 200 community members through two interactive online climate emergency forums.
- Council's new Parking Management Policy was endorsed in February 2020 by Council following an extensive community engagement process.
- The Domain Precinct Public Realm Masterplan was adopted by Council in September 2019 following consultation on the draft masterplan in July and August 2019.
- In March 2020, four key festivals websites were launched, including sites for St Kilda Festival, St Kilda Film Festival, Live and Local and Yaluk-ut Weelam Ngargee. This enabled and supported the St Kilda Film Festival to go online during the COVID-19 pandemic.

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How we are performing

- In early August 2020, the newly design and developed City of Port Phillip website was launched.

Recent challenges

- The COVID-19 pandemic called for us to be agile and flexible and to support the community where most needed. During the pandemic, Council adapted to innovate new ways of keeping safe and connected while maintaining our high standard of service delivery. In response to the COVID-19 pandemic:
 - Face to face engagement was replaced with online engagement, with the Draft Budget 2020/21 first community information session held online on 4 and 11 May and online focus groups from 25 June.
 - Communication to our community increased with daily social media interaction replacing more static correspondence.
- A slight community satisfaction rating this year may have been influenced by the COVID-19 pandemic as community engagement was undertaken in an online environment while social distancing restrictions were in place.

Measure	2017/18 result	2018/19 result	2019/20 result	2020/21 target	Metro councils 2019/20
Satisfaction with community consultation and engagement (index)	56	61	59	>65	60
Proportion of residents who have participated in community engagement activities	5%	5%	9%	>5%	No comparison available