

STRATEGIC SERVICE PLAN

Communications and Engagement

2025-2029

The Communications and Engagement service oversees all of Council's communication channels to share updates, promote Council's programs and services, and engages with the community. This ensures that community views are reflected in Council's decision-making, organisational planning, and resource allocation. However, this service does not manage any channels specified under the Customer Service Charter, such as customer service enquiries or Council's corporate website. This Service also advocates on behalf of the community for state and federal funding for services and infrastructure.

The Service supports the City of Casey community and City of Casey employees in a wide variety of roles that are both community-facing and office-based. The Communications and Engagement strategic service plan sets out the direction for the Service; considering what outcomes are important to the community, the customer, service demands, resource requirements and how the service is performing.

Communications and Engagement sub-services

The Communications and Engagement strategic service consists of four sub-services: Communications, Marketing, Community Engagement and Advocacy.

Sub service	Purpose	How this is achieved
Communications	Manages all Council's employee and external communications channels to share information and promote Council services (excluding those within scope of the Customer Service Charter). Provides support to the organisation with issues management and reputational management. Strategic media relations and reputation management is an increasing focus of this sub-service as a result of the size of the municipality and it being recognised as the fastest growing in Victoria. Additionally, this sub-service provides employees with tools to help them align their work with communication policies.	- Information regarding the Council's decisions, events and services through various communications channels, including social media and newsletter platforms. - Responding to media enquiries. - Council's branding, templates and style guide. - Communications delivered to Council's employees via a range of channels including social media, website, email and print. - Support with complex projects and issues.
Marketing	Predominantly managing Bunjil Place marketing needs, including external communication channels and brand; promoting the arts precinct and a range of community and professional events or programs.	- Marketing and promotional campaigns. - Sharing events and programs via a range of channels including social media, newsletters and publications.

Community Engagement	Ensures the community's views are reflected in Council's decision-making, organisational planning, and resource allocation. It provides internal advice, educational opportunities and direct support through community engagement campaigns including onsite pop-ups. This sub-service also fulfills the mandated deliberative engagement process prior to the development of the Community Vision, the Council Plan, the Financial Plan and the Asset Plan, as outlined in <i>section 55 of Local Government Act 2020</i>.	• Casey Conversations website. • Council wide community engagement. • Support internal teams with community consultations through a variety of mediums including in-person and digital. • Deliberative engagement support and facilitation.
Advocacy	Advocate to the State and Federal Government on behalf of residents for improvements, infrastructure, services and funding. Oversee risk management and governance pertaining to external partnerships across the Council.	• Advocacy campaigns. • Election campaign development. • Government stakeholder relations. • Membership of National Growth Areas Alliance, South-East Melbourne Group of Councils and Interface Councils. • Prepare submissions and respond to government inquiries. • General advocacy support across the organisation.

Communications and Engagement Strategic Service Goals

Goal 1: A Service that has established a performance-driven culture, through evaluating and measuring team success to enhance the delivery of the organisation's priorities, therefore enhancing service to our community.

- Increase Community Satisfaction Survey Score for Consultation and Engagement.
- Increase overall accessibility to information required.
- Increase the efficiency and effectiveness of processes within the Service.
- Increase the Community Satisfaction Survey Score for the Council's efforts in Lobbying on the community's behalf.
- Increase internal teams' understanding of Council priorities and community outcome expectations.

Goal 2: An enhanced customer experience is achieved through understanding and utilising channels that best support our internal and external customers.

- Enhance the capture of community feedback to include underrepresented communities.
- Enhance visibility of the Council's outcomes delivery to the community.
- Enhance internal satisfaction rating for graphic design support, internal communications support and communications planning support.

Goal 3: The delivery of a collaborative/partnership approach to supporting the organisation in achieving the Council's objectives and realising planned benefits.

- To collaborate and support the delivery of community engagement activities by internal teams to deliver planned outcomes to the community.
- To collaborate and partner with organisations to deliver aligned advocacy support as part of strategic planning.
- Support the business appropriately with internal design services and reduce the requirement for the use of external design services.

Goal 4: To have fostered community trust in Casey through the effective communication of the Council's outcomes ensuring accessible channels and the promotion of positive organisational identity through reputation and risk management.

- To effectively communicate the Council's priorities and lobby on the community's behalf to government representatives.
- Increase visibility of Council services and decision-making in the community on social media and digital channels.
- Increase awareness by the community of the Council's delivery towards community priorities.
- Increase community awareness of the types of community facilities and offerings.
- Enhance community awareness of Council events.
- Track the effectiveness of communications on media sentiment.
- Measure trust in the Council to deliver on its roles and responsibilities for its residents.