



Communications and Engagement Report

Our Moreton: Corporate Plan Consultation Phase 2

May 2022

Acknowledgement of Participation

Moreton Bay Regional Council thanks all stakeholders and community members who contributed to the Our Moreton project.

Acknowledgement

We acknowledge the Kabi Kabi, Jinibara and Turrbal Peoples as the Traditional Custodians of the lands and waterways of the Moreton Bay Region, and pay our respects to their Elders, past, present and emerging. We recognise that the Moreton Bay Region has always been a place of cultural, spiritual, social and economic significance to First Nations people.

We are committed to working in partnership with Traditional Custodians and other First Nations communities to shape a shared future that celebrates First Nations history and culture as an irreplaceable foundation of our region's collective identity.

Disclaimer

Moreton Bay Regional Council and its officers accept no responsibility for any loss whatsoever arising howsoever from any person's act or omission in connection with any information, expressed or implied, containing within this report. Nothing in this report should be taken as legal advice.

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1 Executive Summary

This summary report covers the engagement undertaken by Council between 20 April and 16 May 2022 for the Our Moreton program round one, phase two. This report sits alongside the Communication and Engagement Plan developed and implemented for the project.

In the first phase of the consultation, a high-level overview including the vision, pillars and outcome under each of the pillars, were taken to our communities throughout October and November 2021. This feedback was used to complete a Draft Corporate Plan for the second phase of consultation.

The second phase of consultation occurred between 20 April and 16 May 2022. Our communities provided feedback through an online or paper survey and through information sessions.

Results

The majority of the feedback is supportive of the draft Corporate Plan. There was overall agreement the Corporate Plan provides a good roadmap and the key initiatives identified under each of the strategic pillars will achieve the related goals and outcomes. More importantly the majority of participants believe that the Corporate Plan will have a positive impact on the future.

There were, however, areas of the Corporate Plan that could still be strengthened, with participants seeing opportunities to clarify and expand on some of the specific trends that are impacting our region. Participants have provided detailed additions to these areas with many reflecting the comments from the first round of consultation on 'how' council will respond and deliver change on the ground and providing useful input for the development of Council's supporting strategies.

Overall, participants indicated better clarity is still needed on the relationship between Council's Corporate Plan and other strategic planning documents and how this provides a clear line of accountability for Council. This provides important insights for Council to adjust how this is communicated through both the document and the associated communication materials.

Recommendations

Whilst the feedback is favourable from participants of both the survey and the information sessions, it is recommended that some improvements could be made to the Corporate Plan. Areas proposed to strengthen the plan include the trends and challenges section where participant suggestions could be incorporated and the addition of *biodiversity* to the environment outcome.

Clear communication around the need for the corporate plan and the link to both accountability and community trust will assist participants to further understand the importance of the document. Smaller tweaks such as improvements to certain words or sentences should be considered for clarity. Finally, the detailed suggestions from participants should, and are, being considered by those developing Council's strategies which support the corporate plan.

Finalising the Corporate Plan

Once this Draft Corporate Plan is updated with these findings the document will be submitted to Council for Approval.

2 Communication and Engagement Overview

Consultation on the Draft Corporate Plan occurred between 20 April and 16 May 2022 as part of the Our Moreton Program.

2.1 Purpose

The purpose of the Our Moreton program is to work with our communities on Council's identified vision, priorities and five strategic pillars; and raising awareness of Our Moreton to ensure stakeholders can influence the decisions taken by Council to develop meaningful relationships for future plans.

2.2 Objectives

The objectives of the Our Moreton program are to:

- Provide our communities with inclusive opportunities for clear, transparent and genuine input into the strategic direction of Council.
- Provide a coordinated and consistent approach to engagement across all strategies to avoid consultation fatigue.
- Develop lasting relationships with community representatives through transparency and clarity of decision making with ongoing resources and communication.
- Ensure opportunities are provided for targeted and deliberative engagement with key cohorts to enable buy in for subsequent plans and activities.

2.3 Approach

Prior to developing the Corporate Plan, in the first phase of the consultation, a high-level overview including the vision, pillars and outcome under each of the pillars were taken to our communities throughout October and November 2021. Feedback was received through an online survey and several focus groups. The full evaluation report for this consultation can be found on the Your Say Moreton Bay website.

This second phase provided a draft of the new Corporate Plan, incorporating feedback from the first round of consultation. Participants once again had the opportunity to provide feedback both online or using paper surveys available in key council locations including libraries and information centres.

2.4 Finalising the Plan

The consultation on the Draft Corporate Plan has now completed two key phases:

- Phase One: Provide input into the Draft Corporate Plan vision, pillars, goals and outcomes
- Phase Two: Comment on the full draft Corporate Plan

Following the findings of this consultation and updates to the Plan the next step will be to provide the document to Council for consideration and adoption. The Plan will then be released publicly.

3 Engagement Tools

Table 1: Overview of engagement tools

Tool	Description
Survey (digital and paper)	We asked communities to share their thoughts on the draft Corporate Plan following a series of community review workshops in late 2021.
Posters	Posters were placed in all council libraries encouraging our communities to read the draft Corporate Plan and provide feedback.
Dedicated project web page	The web page included the Corporate Plan survey, project information, project timeline and Draft Corporate Plan pdf.
EDM update to former participants	The project team sent an Electronic Direct Message (EDM) update to all previous participants from the consultation during October and November 2021. The EDM included a call out for further guidance from communities, asking the question 'have we got this right?'.
Social media	Social media was used to raise awareness of the program and to encourage participation from across the region.
Internal workshops	<p>Integral to the success of the Corporate Plan is its integration with the core strategies that support its success. Input from Council teams across the organisation was sought via key stakeholder meetings as well as online and in-person information sessions.</p> <p>With more than two thirds of our team members being residents of the Moreton Bay region, with other team members regularly travelling to the region for work and play, team members were encouraged to complete the survey alongside our communities.</p>
Digital screens and screensavers	Digital screensavers were live on all council computers during the consultation period.

4 Engagement Results

Consultation was undertaken on the draft Corporate Plan between 20 April and 16 May 2022. The Survey was completed by 79 people and a further 20 comments were provided outside of the survey. Information sessions attracted 65 online participants and over 250 attended in person information sessions.

The consultation focused on the survey which was designed to ascertain community views on two key parts:

1. the Corporate Plan in its entirety; and
2. the inclusions under each pillar.

Responses to the first two questions under each part of the survey indicates that participants were generally supportive of the draft Corporate Plan and the Pillars. As seen in Figure 1, the majority are in agreement that the Corporate Plan provides a good roadmap (66%) and believe it will have a positive impact on the region (61%). In regard to the inclusions under each strategic pillar, the majority believe the initiatives of the pillars will achieve the outcomes for the pillar (63%) and the outcomes, if achieved, will have a positive impact on the future (72%).

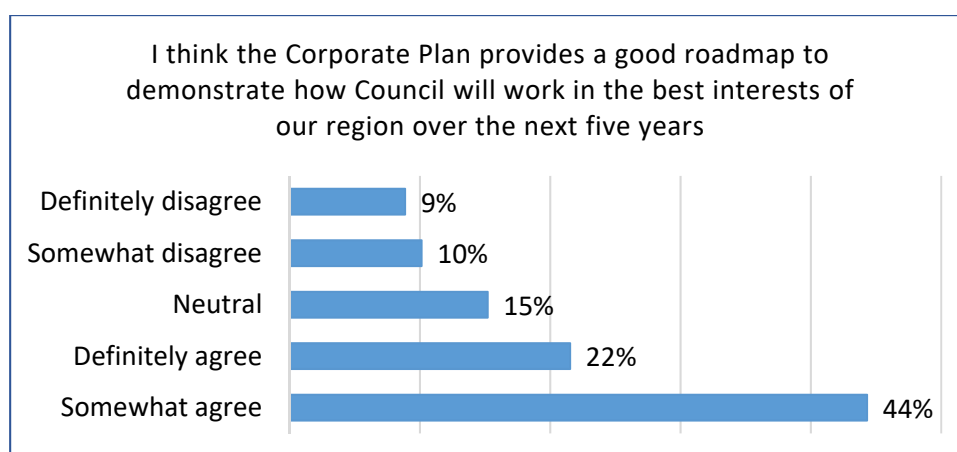


Figure 1 Participant response to *I think the corporate plan provides a good roadmap*

Examining the Corporate Plan

Two questions were asked of participants to ascertain if they understood the need for a Corporate Plan as well as how this plan assists in keeping Council accountable.

The majority of participants indicated they do understand the need to have a corporate plan with most (76%) disagreeing with the statement *"I don't understand why Council has a Corporate Plan or what it will achieve"*.

Whilst this provides a great result that people understand the need for a Corporate Plan, only 48% agreed they could see *"how it holds Council accountable"* with a significant minority (38%) disagreeing with this statement.

Next participants were asked if the Corporate Plan responds to the key trends and challenges facing the region (Figure 2) with the majority (60%) of respondents agreeing it does. There was a significant minority (29%) who disagreed with this statement indicating some room for improvement.

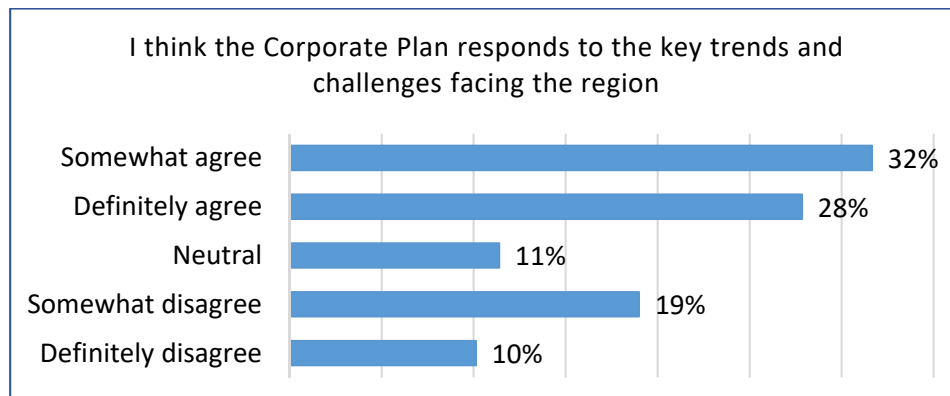


Figure 2 Participant response to the Corporate Plan responds to the key trends and challenges

Results were slightly less positive when almost half of participants (49%) agreeing the plan does *not* addresses community priorities and challenges (Figure 3) facing the region and would like to see some additions. There was a large minority (33%) who disagreed and many who were neutral (19%) with the statement indicating the sentiment overall is that the Corporate Plan provides a good roadmap with some room for improvement.

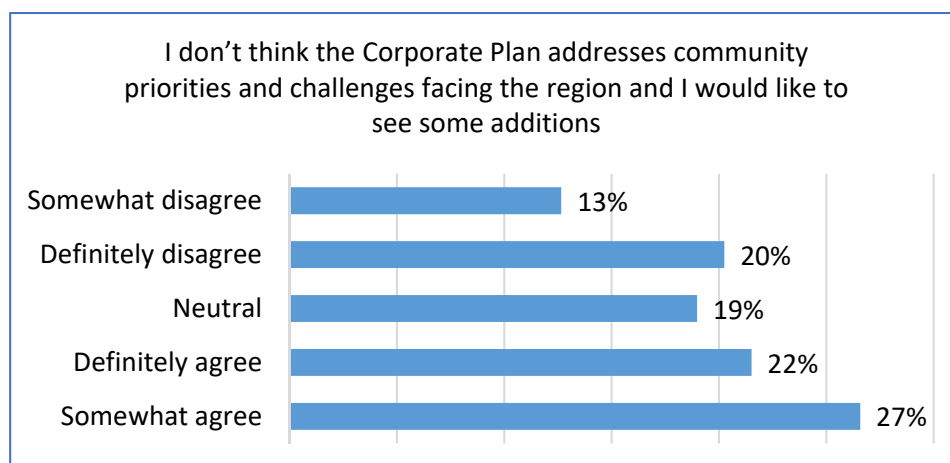


Figure 3 Participant response to addressing community priorities and challenges

Lastly, the majority of participants (59%) think something is missing from the Corporate Plan however, a large minority (41%) disagreed as shown in Figure 4. The comments and suggestions provided by participants to improve this section are discussed in the next section.

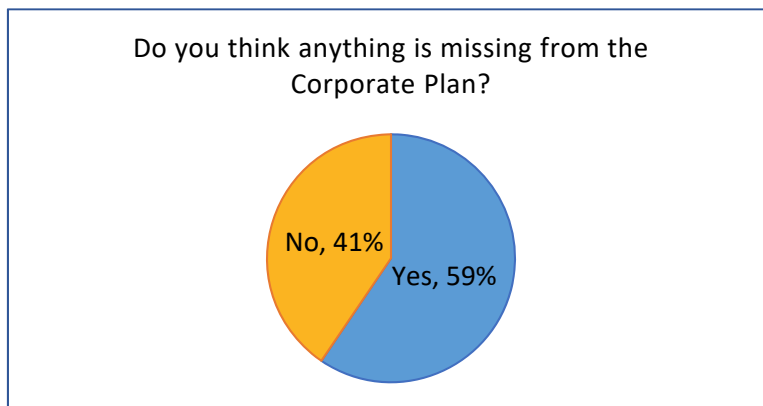


Figure 4 Participant response to *is there anything missing from the Corporate Plan*

4.1 Combined survey and stakeholder feedback

Participants in the survey and the information sessions provided comments and suggestions on areas they thought were missing from the report. The top 5 themes identified from this feedback were:

- Environment - comments centred around planting more native trees, issuing bins for food waste, developing community education strategies, preserving wildlife habitats, addressing the climate crisis, regenerating our waterways and overdevelopment.
- Measuring and reporting - these comments outlined the need for measurable outcomes including having targets, numbers, statistics and/or commitments within the measures of success sections. This reflects the first round of feedback where participants wanted to know 'how' it was going to be delivered and again reiterates the need for further explanation of the role of the Corporate Plan.
- Planning and development - comments centred around development in flood areas and reserves, zoning changes, community engagement around future development, development of greenfield sites, inclusion of solar access within development applications and managing increased development with the protection of the region's natural ecosystem.
- Growth management - comments centred around maintaining and improving existing infrastructure and reducing traffic flow.
- Reconciliation – comments centred around elevating the importance of reconciliation and strengthening partnerships with our Traditional Custodians and First Nations communities.

4.2 Examining the Pillars

The next part of the survey asked participants to share their thoughts on the five pillars.

The feedback on the pillars (figure 5) was overwhelmingly positive with most (67%) believing the five pillars adequately reflect the services Council is responsible for delivering and the majority (61%) disagreeing that it does *not* provide a good roadmap.

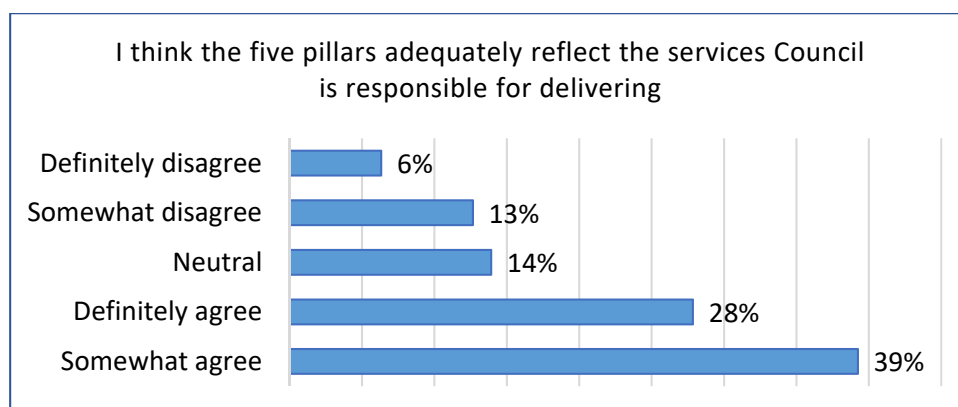


Figure 5 Participant response to the Pillars adequately reflecting the services Council delivers

It was also good to see that most (68%) do not believe anything is missing from the pillars. From the comments provided, the top themes identified in this feedback were:

- Community trust - comments centred around ensuring there was correlation between community feedback and the decisions council makes and ensuring council is honest and acts with integrity.
- Environment - comments centred around the need for council to have an adequate climate response.
- Accountability - comments centred around the need for council to outline the specific actions it will take to achieve the pillars.
- Measuring and reporting - comments centred around the high-level nature of the Corporate Plan and lack of specific actions it will take to achieve the pillars.
- Planning - comments centred around the contradiction of planning for additional development while maintaining the natural environment.
- Services - comments centred around ensuring that existing council services are maintained.

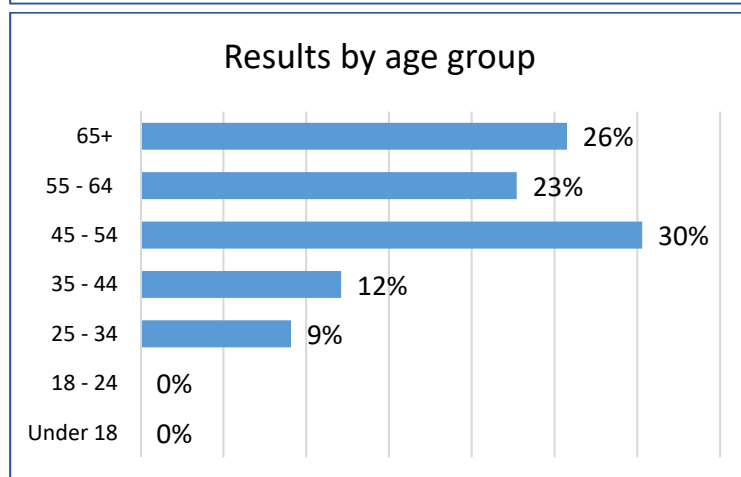
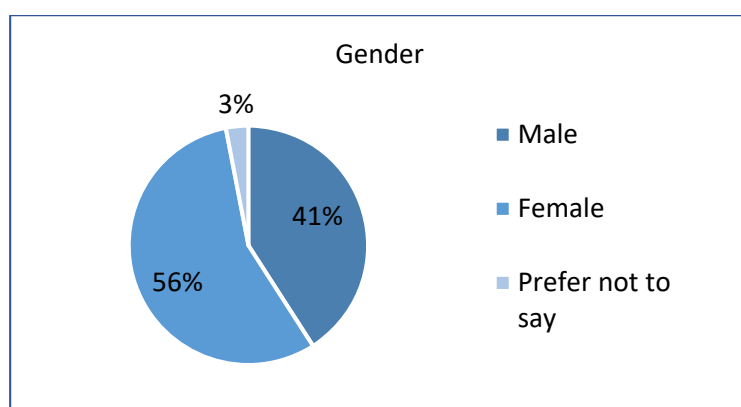
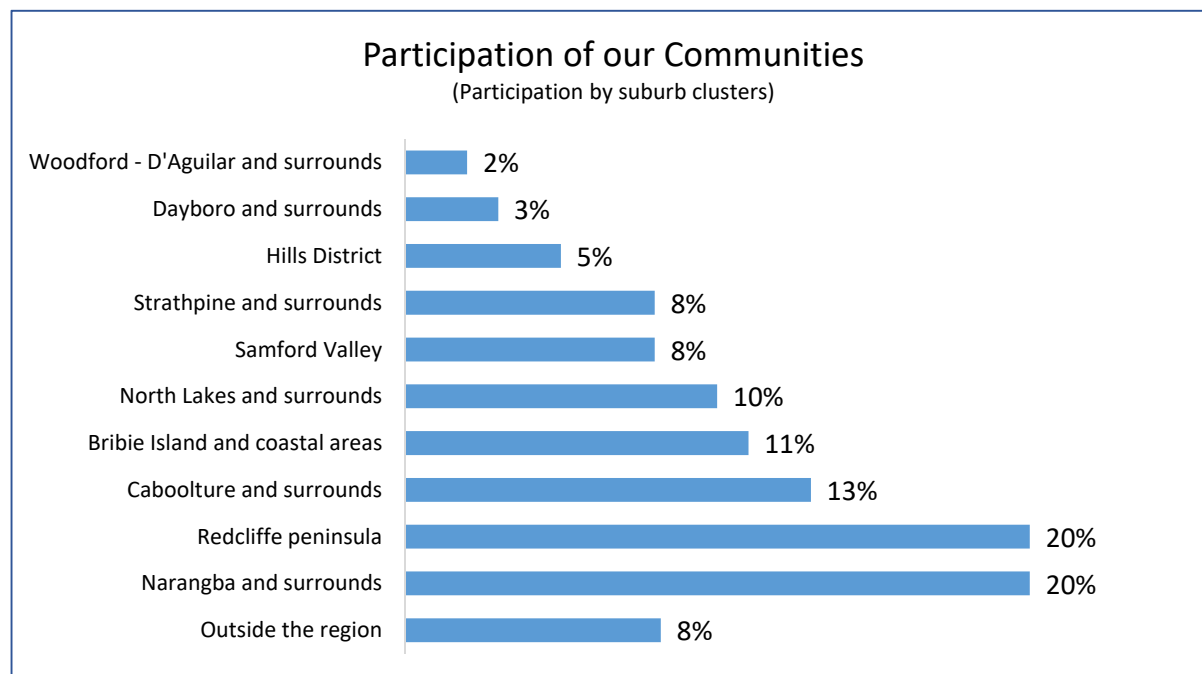
4.3 Recommendations

It is recommended Council consider the following with regard to the findings of the consultation on the draft Corporate Plan:

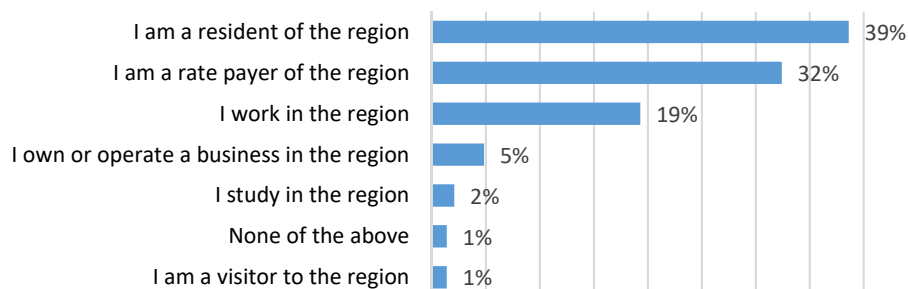
- Whilst many suggestions were made under the key theme of the environment, planning, development and growth management, the majority of these will be addressed in the more detailed strategies and plans currently under development. These suggestions should, and are, currently being considered by the relevant departments.
- *Environment* was a key theme in the feedback. The Healthy Environment goal statement could be strengthened with the addition of biodiversity to reflect that our natural and built environments will support not only our lifestyles but also the fauna and flora found throughout the region.
- *Measuring and reporting* as well as *community trust* were also strong themes. To address this feedback there is opportunity to provide documents publicly which demonstrate how council will measure its progressing towards achieving the goals and outcomes outlined in the Corporate Plan.
- Council's commitment to reconciliation could be elevated and expanded to reflect the importance of this work and strengthening our relationships with our Traditional Custodians and First Nations communities.
- Our trends and challenges provide important context for our roadmap and set the scene for the five pillars however, based on the feedback, these could be stronger. There is opportunity to enhance this section through additional commentary on the impact of these trends on jobs for the future, our biodiversity and ecosystems, as well as our business and industry partners.
- A supporting section that outlines greater clarity around how the corporate plan informs and aligns with council's longer-term strategies and planning scheme.
- A supporting section that reinforces Council's commitment to ongoing community engagement to ensure the Corporate Plan stays relevant and continues to bring the voices of our communities into our planning and decision-making.
- A supporting set of clear messages around the release of the final Corporate Plan would provide greater clarity for those who are seeking to better understand the link between the Corporate Plan and Council accountability. Additional information to consider may include:
 - What is a Corporate Plan;
 - How to read the Corporate Plan;
 - How our strategic planning documents inform our operational plan and budget; and
 - How we report on our performance.

Appendix A: Demographic analysis of survey respondents

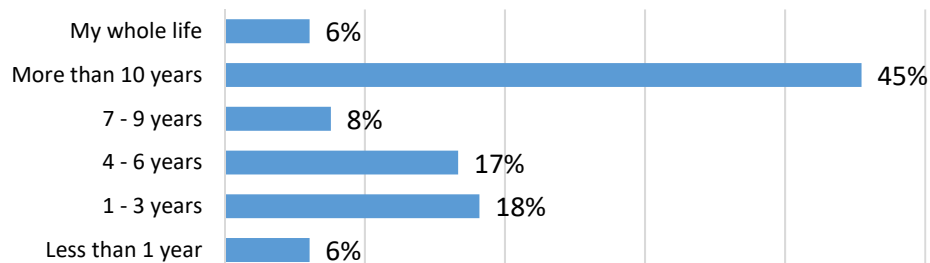
The below provides an analysis of the demographics of the 79 respondents who completed the survey.



What is your connection to the Moreton Bay Region? (Select
as many that apply to you)



How many years have you lived in your current location?



Appendix B: Social Media Activity


Moreton Bay Regional Council
April 21 at 10:00 AM · 🌐

Have your say on our draft Corporate Plan, Council's most important strategic planning document 📄 #OurMoreton

Late last year over 2,500 community members gave us feedback on our proposed vision, goals and outcomes.

We've considered this feedback and used it to develop our new Corporate Plan. We now want to know your thoughts!

We invite everyone to read our draft Corporate Plan and share your thoughts with us 🙌
mbrc.link/our-moreton



Share your thoughts on our Draft Corporate Plan

Survey closes Monday 16 May 2022

Moreton Bay Regional Council
May 12 at 10:01 AM · 🌐

👉 We're getting a new Corporate Plan! 👉

Before Budget 2022-23 is handed down on June 17, we want to make sure our draft new Corporate Plan is aligned with your values 🙌 You'll see our top priorities are vibrant communities 🏡 and the environment 🌿🌳

What's a Corporate Plan, you might ask? 🤔

It's Council's most important strategic planning document, structured around five strategic pillars that work together to support our region's vision, goals and outcomes.

The survey closes May 16, so get online and have your say to help make sure we've got it right.

📄 Read the draft Plan and tell us what you think 🙌 mbrc.link/our-moreton



Have your say on our Draft Corporate Plan

Consultation ends Monday 16 May 2022



Corporate Plan and Vision

OUR VIBRANT COMMUNITIES

OUR HEALTHY ENVIRONMENTS

OUR WELL-PLANNED PLACES

OUR PROGRESSIVE ECONOMY

OUR ENGAGED COUNCIL

We value Service, Teamwork, Integrity, Respect, Sustainability

moreton_says_

moreton_says_ You might remember in our survey late last year we asked for your input on our new Corporate Plan and vision for the region.

In this survey you told us the proposed vision was generally okay, however you would like to see a stronger reference to the beauty and environmental importance of the region.

💡 "It's too generic. It doesn't reflect anything about the place. Maybe add something about natural beauty?" - resident.

We've listened and amended the

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