COMMUNITY ENGAGEMENT AND COMMUNICATION

Members of the CECS team in 2014 where: Judy Readman & Hubert van Mierlo (joint chair), Carol Floyd, Jenny Frazer, Cass Gye, Sharon Kinnison and Shar Jones.

Community Engagement

The subcommittee developed a community engagement strategy that incorporates the IAP2 spectrum as a tool for SIRA to guide Community Engagement. We would like to especially thank Jenny Frazer for her guidance in establishing the strategy.

This tool is used in most organisations that do community engagement. The spectrum is a guideline that can help organisations help decide how engage with the community. The engagement levels range from 'Inform', via 'Consult', 'Involve' and 'Collaborate' to 'Empower'. Each level comes with different ways to engage with the community.

In practical terms, CECS organised a number of specific community engagement events and performed communications with the community supporting community engagement.

In May there was a Community discussion where the subjects of Parks, Reserves, Wharves and Maritime and well as Water and Wastewater were discussed. The discussion content was sent to participants for feedback later published.

To support the theme of the Winter Solstice Festival (June 22nd) in celebrating the wonderful place where we live, the Island Vision Hall Drop-in was an opportunity for people to share their vision for the Island.

In October a Community Q&A Coffee session was organised at which several subjects that keep us Islanders busy were discussed.
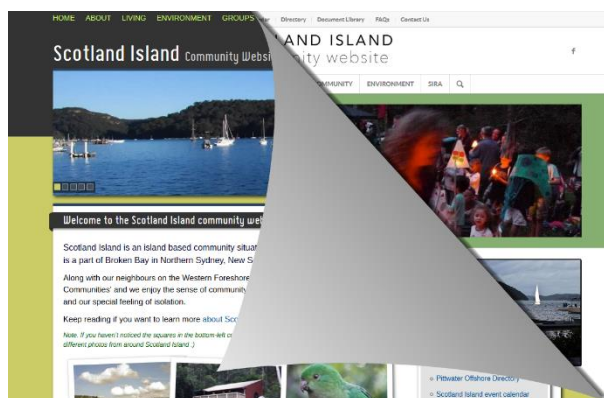
Communications Strategy

The subcommittee developed a communications strategy for SIRA. The strategy is available to read on our website. The strategy's main

- Communications support the association's objectives
- Communications should be tailored and targeted where possible
- Use appropriate communication channels

In practice this means that SIRA has started to use more channels and communication tools. New is the increased flexibility and interactivity of the new website and the use of Facebook for interactions with the community, Yammer was introduced to streamline internal communication.

Website

In 2013 SIRA realised that the community website needed a drastic overhaul. Plans were put in place and content gathering had started. In April 2014 the new team revitalised the initiative and the new website went live on 27 July 2014.

The following people offered their time and resources to make the new site possible: Daniel Payne, Carol Floyd, Hubert van Mierlo, Bill Gye, Cass Gye, Ruth Gaines, Shar Jones, Jane Wood, June Lahm, Sam Collins, Jenny Frazer, Chuck Bradley, Church Point Ferry Service, Colin Haskell, Michael Doherty, Julian Muir, Gwyn Perkins, Tim Turpin, Tracy Smith, David Hegarty, Phil Pryor, Adrian Matthews, Sharon Kinnison, Shona Forsyth, Tanya Costin and Alan Gaines. We thank them all.

The new website allows SIRA and the community to constantly publish content, announce events, publish documents such as meeting minutes and reports, answer frequently asked questions, look up important contacts and much more. Since the go live date of the website, 34 news stories and announcements were published. We thank subcommittee members, committee members, members of the community for their contributions and invite everyone to continue to deliver content.

The website received 50,000 page views since it went live.

Website maintenance is an ongoing task and we would like to thank Carol Floyd and Hubert van Mierlo for their work and the CECS committee for ongoing support ensuring quality and consistency are maintained.

Communications

In line with the communications strategy CECS has designed a number of campaigns and communications throughout the year. These communications were facilitated through the various channels including member emails, the website, the PON, Facebook and posters.

What we were working and plan to focus on in 2015

- CE – Decision making alignment: to incorporate the community engagement strategy into the decision making policy.
- Introduce targeted email distribution
- Add new sections to the website, including sections for/by Kids, wildlife observations, artists, books and historical photographs
- Expand the use of Yammer within the rest of the SIRA organisation to reduce reliance on email
- And more….

Judy Readman / Hubert van Mierlo

CECS Co-Chairs