

COMMUNITY ENGAGEMENT FRAMEWORK

From dialogue with community, staff and Board stakeholders, we will work with trust and respect for each other. NMCT realise the following aspects need a focus to take community engagement from being passive, to responsive and ultimately to a relationship of an empowered community, illustrated as:

Passive → **Responsive** → **Participative** → **Empowering**

Four areas of focus to help engage better with our communities...

More information for communities

- Use education to better inform community about their choices
- Publish engaging real-life stories into the community
- Share information sharing using everyday language that people understand

Keep Doing:

- Community events for memorialisation
- Friends Groups & partnership development
- Relationships with local scouts, schools & historical societies

Do Differently:

- Use more bilingual communications
- Increase publications such as newsletters via an opt-in strategy
- More awareness building so that people can choose to access our services
- Inform community about choices in new interment practices

Understanding community needs

- Data gathering – understanding community qualitatively and quantitatively
- Profiling the community needs of different groups and sectors in our region

Keep Doing:

- Building personal relationships with key community stakeholders
- Website with photos and database for search along with maps

Do Differently:

- Gather accurate demographic data to understand the community profile
- Focus on innovation and consider partners such as design students to source information and novel ideas to improve community experiences and expectations

Reach out to hard-to-reach groups

- Identify and reach out to disadvantaged and marginalised communities.
- Develop ways to improve access and knowledge for disadvantaged and marginalised communities

Keep Doing:

- Engage with members from diverse cultural and religious backgrounds in our region

Do Differently:

- Seek out views of marginalised and disadvantaged groups to improve access and affordability
- Educate these communities about the options, choices through organisations involved with these groups.
- Expand relationships with these communities to ensure that all communities are captured and have voice.

Having conversations

- Regularly engage with community groups, leaders, interested organisations and individuals to help inform what we do and how we do it, always maximizing
- Have 'informed dialogue' which NMCT listens and acts upon.

Keep Doing:

- Tracking client feedback
- Engaging with different cultural, religious and non-religious groups eg. Youth, Young Carers

Do Differently:

- Understand the indigenous significance of site history
- Understand the cultural aspects of Aboriginal and Torres Strait Islander people
- Find out how different communities like to ideally engage
- Use technology platforms to increase ways we can effectively hear peoples voices & ideas

Measure the impact of community Engagement

Our Overall Commitment to Raise Community Engagement. We will...

- Conduct research to inform a broader scope of community stakeholder groups to be represented in the strategy
- Form a clear vision of what a successful community engagement strategy will produce in 3 years time including how any change will be measured and reported. This will be in line with NMCT's Strategic Plan 2015 – 2019.
- Work closely to align staff and the CAC to incorporate what has worked and prioritise what could work differently in this new vision.
- Identify the appropriate resourcing and project plan including overall communications/ education and publishing activities and engagement by community groups publicly.
- Identify partnerships that may help to provide leverage for current resources and extend the reach into the community
- Question the plan and innovate to reflect the overarching context set for the strategy.