



COMMUNICATIONS AND ENGAGEMENT FRAMEWORK



PORT
ADELAIDE
ENFIELD

PEOPLE
MADE



KAURNA ACKNOWLEDGMENT

We would like to acknowledge and pay respect to the Traditional Owners of the land on which we stand, the Kurna People of the Adelaide Plains. It is upon their ancestral lands that the Port Adelaide Enfield Council meets. It is also The Place of the Kardi, the Emu, whose story travels from the coast inland. We pay respect to Elders past and present. We respect their spiritual beliefs and connections to land which are of continuing importance to the living Kurna people of today. We further acknowledge the contributions and important role that Aboriginal people continue to play within our shared community.



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INTRODUCTION

At the City of PAE, we are passionate about delivering effective and meaningful communications and engagement, with the voice of our community central to all we do!

The City of PAE is where you live, work, learn and play, and we want you to be involved and informed about what is going on.

While we have made some great progress, we recognise that there are always opportunities to do more.

That is why we went out to our community to better understand how you experience communications and engagement and to identify what ways you prefer to engage.

Your feedback was invaluable in shaping our framework.



WHAT IS COMMUNITY ENGAGEMENT?

Community engagement is about providing genuine opportunities for our diverse communities to meaningfully contribute to the decisions that affect their wellbeing.

This includes making it easier to find out what happened with engagement activities you have participated in. We call this 'closing the loop'.

Community engagement is one part of how decisions are made along with strategic planning, financial, technical, risk, timing and legislative requirements among other considerations.

PAE Participate



The type of community engagement we undertake will vary by topic, complexity, impact and the level of influence community may have over outcomes.

When we engage with you we will work to:

- Clearly define our engagement purpose
- Understand what can and can't be influenced
- Understand who could be affected
- Create inclusive and accessible opportunities for community to find out about the topic, deliberate and participate
- Transparently close-the-loop, communicating what we've heard, outcomes and next steps

Our engagement work is guided by the International Association for Public Participation (IAP2) Spectrum of Public Participation and can include informing, consulting, involving and active community participation.

The spectrum sets out participation goals, our promise to community and what this might look like to you. In most cases, we will use a combination of techniques to ensure engagement processes are effective and genuine.

The level of participation is determined by the specifics of each engagement.

Participate PAE (participate.cityofpae.sa.gov.au) is our online community engagement platform. It is a great place to see what community engagements are happening, how you can contribute and find out what has happened in previous engagements where you live.

	Inform	Consult	Involve	Active Participation
Goal	To provide balanced and objective information in a timely manner	To obtain feedback on issues, alternatives and/or decisions	To work directly with stakeholders throughout the process to ensure that we understand and consider their concerns and aspirations	Greater levels of involvement and collaboration on complex topics
Our Promise	We will keep you informed	We will explore options by listening and acknowledging your feedback	We will work with you to ensure that your concerns and aspirations are directly reflected in the decision that we make	We will work with community to explore issues and possible outcomes in greater detail. These processes occur as needed
Example Tools	» Social media » Websites » Information sessions » Notifications	» Surveys » Pop-up events » Focus groups » Meetings » ePanels » Student ideas pitch	» Workshops » Reference groups	» Deliberate processes » Co-designing

Source: International Association for Public Participation (IAP2)

CONNECTING COMMUNICATIONS TO BRAND

Our Communications and Engagement Framework is built on the principles our community told us matter most - transparency, connection, and accessibility and inclusivity. These principles guide not only what we say, but how we say it.

To strengthen this connection, we've aligned our communications approach with the City of PAE's brand strategy. Our brand reflects the spirit of our community - welcoming, bold, imaginative and authentic. It's shaped by our values: embracing all, creating opportunity, keeping it real, and maintaining a sustainable focus. These values come to life through our diverse character, natural beauty, rich heritage and strong sense of belonging.





By embedding our brand personality and emotional drivers into our communications, we aim to make people feel welcome, valued, accepted and inspired. Whether we're sharing updates, inviting feedback or celebrating local stories, our goal is to spark optimism, build trust and foster genuine connection. This section outlines the tools and tone we use to bring our brand to life in every interaction - ensuring our community feels informed, involved and proud to call PAE home.

Brand values

- embrace all
- sustainable focus
- create opportunity
- keep it real

Attributes

- eclectic mix
- character
- heritage
- natural beauty
- opportunity
- belonging

Personality

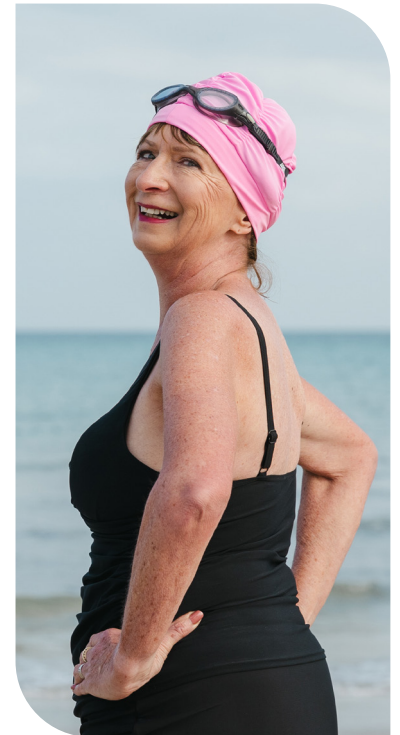
- welcoming
- trusted
- authentic
- imaginative
- vibrant
- bold

Emotional Drivers

- optimism
- serenity
- interest
- joy
- trust
- amazement
- surprise

Feelings

- welcome
- value
- accepted
- proud
- connected
- inspired
- excited
- optimistic



OUR PURPOSE AND GUIDING PRINCIPLES

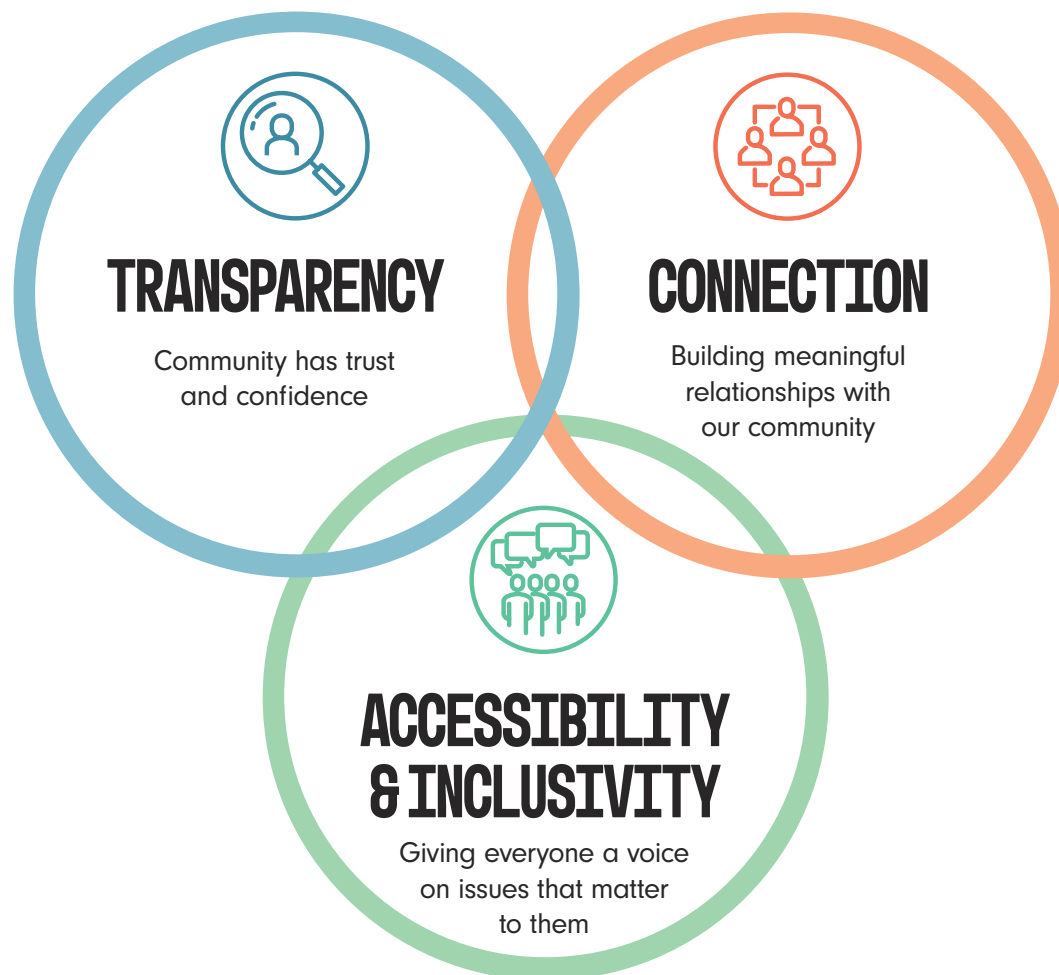
Our community has told us that we are doing a lot of things well but that there is also opportunity for improvement.

Taking our community's feedback into account, we have developed our purpose and guiding principles, which underpin our communication and engagement activity.

In this way, we will ensure that we are communicating and engaging on the issues that matter to our community.

OUR PURPOSE

We will provide clear, timely and transparent communications. We will engage in meaningful conversations with our community that create opportunities for involvement and that help people understand what we are doing and why.





TRANSPARENCY

Community has trust and confidence

WE WILL DELIVER OUR GUIDING PRINCIPLES THROUGH:

Genuine and meaningful communications and engagement

- Proactive communications and engagement — ongoing conversations with our community
- Clear and upfront communications and engagement — ensuring that our community knows why, what, when and how they can be involved
- Interactive online engagement
- Inclusive decision making, where appropriate

Closing the loop — informing and responding

- Engagement summaries — easily accessed
- Communicating engagement outcomes through stories on social media
- Evaluating the communications and engagement experience
- Contacting participants to let them know what we heard, outcomes and what happens next



CONNECTION

Community has trust and confidence

WE WILL DELIVER OUR GUIDING PRINCIPLES THROUGH:

Innovative and bold communications

- Creation of videos/interviews designed to develop community awareness and understanding of complex issues, challenges and outcomes
- Building community through telling stories that highlight what we do, who we are and what our community has achieved

Growing our online community

- A website that enhances the customer experience
- Online engagement tools to make it easier to participate

A brand that resonates with our community and reflects who we are

- Continue to strengthen our brand to reflect PAE's identity and connection with community



ACCESSIBILITY & INCLUSIVITY

Giving everyone a voice on issues that
matter to them

WE WILL DELIVER OUR GUIDING PRINCIPLES THROUGH:

Developing a stronger understanding of our community

- Local pop-ups – tell us what is important to you, your local vision
- Connection with community champions
- Data to provide insights into who our community are and what they value
- The growth of our Participate PAE community

Creating more ways to participate

- Engagement hubs at PAE places (e.g. Council office, libraries, community centres)
- Pop-up engagements at key events and public places
- Active outreach – we will come to you

Reaching out to our diverse communities

- Create connections and support participation across the many and diverse groups within our community
- Working with community leaders and partners to understand and connect with their communities
- Making our communications and engagements available in more languages
- Creating more opportunities for children to participate



HOW WE WILL MEASURE

This framework will guide the communications and engagement activities of PAE and staff.

We will develop an action plan that supports the framework and allows us to track and measure our progress against our objectives

