

# Appendix 4: Community Outcomes Development Consultation plan (Step 5)

## 1. Purpose of Plan

This paper provides the plan for the citywide consultation phase of the Community Outcomes process.

## 2. Background

The Council is leading a process to guide the strategic direction of Wellington for the coming five years and beyond. This 'community outcomes process' will see the Council engage with a range of agencies (community organisations, businesses, ministries) and the public to discuss what issues they see facing the city and their aspirations for Wellington.

The Council established the overall outcomes process for the city in April 2005. This includes a public consultation phase that encourages debate on a set of 'working outcomes' that will be drafted following consultation with agencies and a series of focus groups.

This paper discusses this public consultation phase of the process. The overall purpose of this phase is to promote debate about citywide needs and priorities; and to clarify with Wellingtonians what they really want their city to be in the coming years.

An outline of the tools that will be used to encourage public input into the process is provided.

### 2.1 Risks and mitigation

The greatest risk associated with this project is the perception that the consultation process has not been inclusive or useful. The consequential risks of this include:

- The outcomes not being a fair representation of Wellingtonians views
- Debate being stymied because it is focussed on process rather than outcomes
- Submissions being ill informed (targeted at a lower level than required)
- Unwarranted public criticism
- Misunderstanding about the purpose of the process and how the results will be used.

These risks will be reduced by:

- Designing a submission form that makes the purpose of the submissions process and the level of input sought clear
- Ensuring that the submission documentation is structured in a way that is logical and meaningful for people
- Providing an opportunity for comment on the process to be made ahead of the submissions process
- Testing public views via independently selected focus groups
- Having a public review panel, independent of council, set the draft and final outcomes

- Making information on the process easy to access and submissions convenient to make
- Ensuring that people are informed of the results.

## **2. Audience**

The community outcomes process aims to capture a set of direction-giving community outcomes that reflect a broad consensus view from the widest possible cross section of Wellington residents, groups, businesses and agencies. As such it is important that everyone that wishes to participate has the opportunity to do so.

The audience for the consultation is therefore broad – it includes Wellington residents and ratepayers, Wellington-based organisations, and Council’s own reference groups.

Information about the consultation will be widely available and existing networks will be used to engage with individuals and interested parties where possible.

## **4. Key messages**

The overall aim of this phase of consultation is for members of the public to state the outcomes that they would like for Wellington. Key messages in the process will therefore include:

- This is an important opportunity for you to outline what you think is important for Wellington over the next ten years.
- We all have a stake in the city’s future – in saying what we want and helping to make it happen.
- This is a chance to comment on issues that will affect you across the board – to comment on how organisations can work together more effectively.

It will also be important that submitters understand what the purpose of the submission process is and that their views will be considered and contribute to the setting of the Community Outcomes.

## **5. Accessing Information**

It is important that the public have access to information that allows them to contribute in a meaningful way to the submissions process. The key to this is to ensure that core information is available and readily accessible.

There are four parts to this:

- (a) That the layout and content of the submission documents is easy to follow and easy to complete
- (b) That the submission process is not onerous – it is convenient to submit
- (c) That the requirements of groups with special needs are catered for (specifically the blind and deaf communities)<sup>1</sup>

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<sup>1</sup> Officers will work with the DRG and the Blind Foundation to develop the best method of presenting the information to people who are sight impaired.

- (d) That participants have the opportunity to clarify points before making submissions.

### 5.1 Key Tools

The following tools are considered to be an effective way of meeting the aims of this phase of the process:

Tool	Reach
Pamphlet style publication and associated submission form	This will form the basis of the consultation. The pamphlet will be readily available from Council facilities. It will also be distributed to community groups and those in the Annual Plan database.
Detailed spread in the APW Newspaper	The APW goes to every household in the city and is a useful promotional vehicle. A detailed spread will be contained in the July issues.
Online submission form / Website	The convenience of making a submission online will be provided.
Agencies hosting/providing links to the online submission form	The submission form and links to the Council's site will be hosted on some agencies' sites. A similar approach was used successfully as part of the Sense of Place research.
Meetings and workshops	<p>The Council will host meetings and workshops on the draft community outcomes with the following target participants:</p> <ul style="list-style-type: none"> <li>• Resident and Ratepayer Association</li> <li>• Other local and community groups</li> <li>• Tawa residents (through the Community Board)</li> <li>• Ohariu and Makara residents (through the Community Board)</li> <li>• Council Advisory Board (DRG, Ethnic Forum)</li> </ul>

Tool	Reach
Letters	Staff will remain in contact with agencies and community organisations through out the public consultation phase.
Our Wellington page	An article on the public consultation exercise, promoting the website, will be included in the Our Wellington page.
Briefings of Council and agency staff	Staff from Council and agencies will be briefed on the process.
Media releases / Radio interviews	Media releases will form part of the communication aspect of the consultation process.

## 6. Timing

The public consultation period is scheduled to run for one month. Notice will be provided to groups and organisations ahead of this to allow them to plan their meetings accordingly. The period will run from **Monday 19 July** until **Friday 19 August 2005**.

The timing will ensure that there is sufficient time for the public to prepare submissions and for officers to summarise them and prepare any commentary ahead of the final outcomes being agreed by the public review panel in late August.