



Land & Housing
Corporation

Engaging Social Housing communities

Renewal's experience in community and stakeholder
engagement in estate communities

Community Housing Federation - May 2014

Community Engagement – What is it?

- Community engagement is a way of working, it is building relationships, communicating and conversing and a way of confirming and responding to what we've heard.
- Community engagement is a mind set that encompasses all the approaches and activities that we participate in - including communication, capacity building, community development and empowerment.



Brisbane Declaration

International Conference on Engaging Communities – 2005

Core Principles

- Integrity – open , honest regarding the scope and purpose of engagement
- Inclusive- opportunities for a diverse range of perspectives
- Deliberation – dialogue, choice and decisions are given space to weigh options and develop understanding
- Influence- input to participation design, and policies and services reflect on input

Engagement Spectrums

- **International Association of Public Participation (IAP2)**

Inform –

Provide information, understandable, opportunities and

Consult-

Obtain public feedback , options and decisions

Involve –

To work proactively with the public throughout the process and ensure the feedback is understood

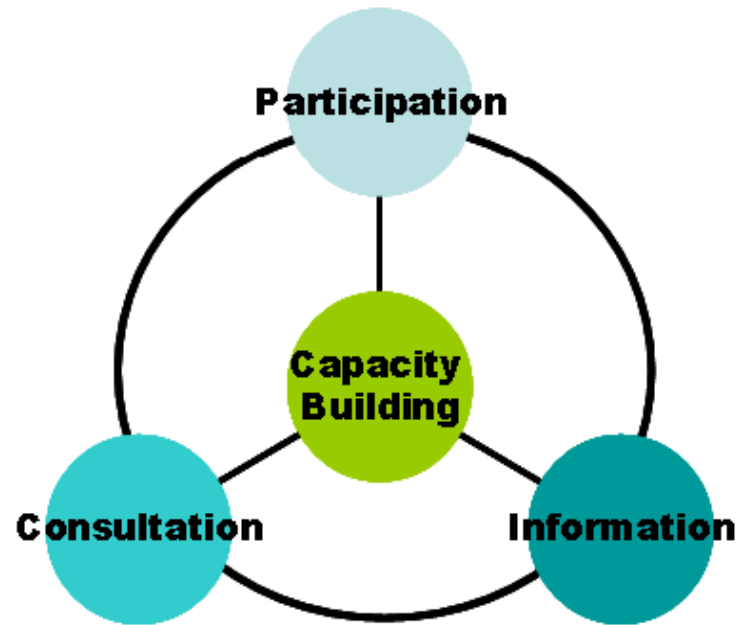
Collaborate – To partner with the public in each aspect and ensure all alternatives are considered

Empower –

To place final decision making in the hands of the public

Living Communities Engagement Schema

4 interconnected domains



Community Engagement our ingredients - our language

- **Information** - 2 way communication
- **Consultation**
- **Participation** - resident and other stakeholders, governance and consultation
- **Community development-**
- **Capacity building-** internal and external
- **Social inclusion-** special effort for hard to reach groups

Community Engagement

Decision focused

- Better decisions, different perspectives
- Understanding of opportunities and constraints
- Manage Risk
- Contribute to organizational growth

Involvement in neighbourhood life

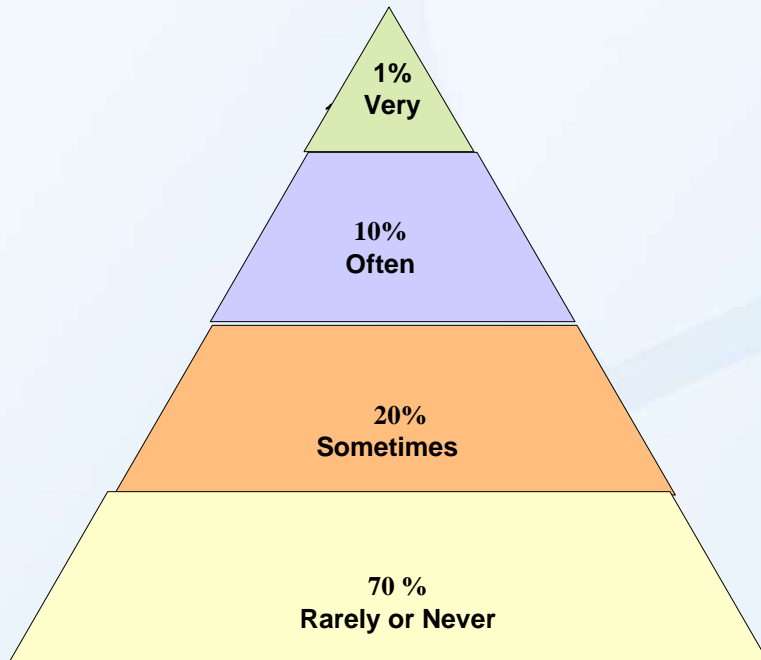
- Tenant participation in social, economic and civic life
- Strong communities
- Community buy in

Values

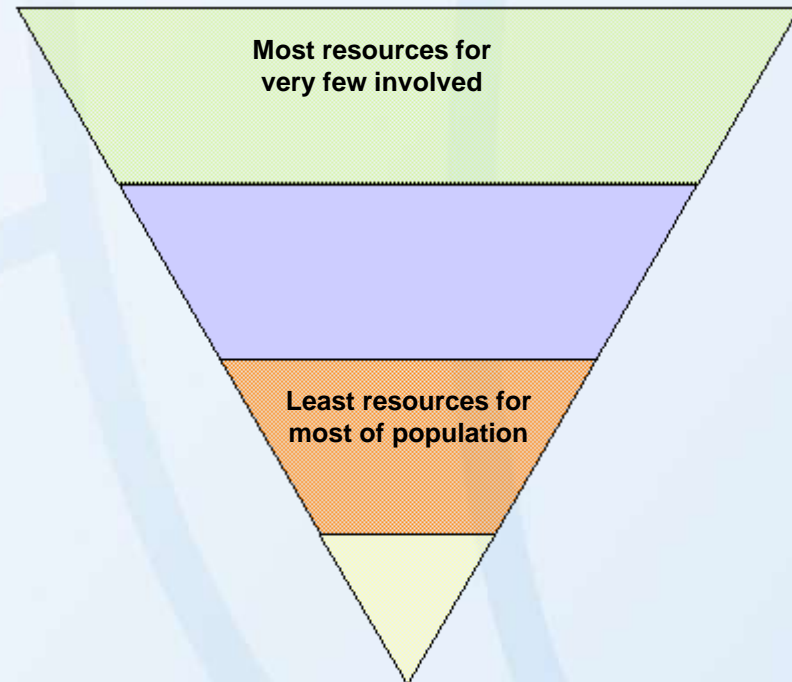
- What will feedback influence
- Value input
- Respect
- Talk positively
- Value life experience
- Local experts
- Integrity
- Supportive
- Accountable



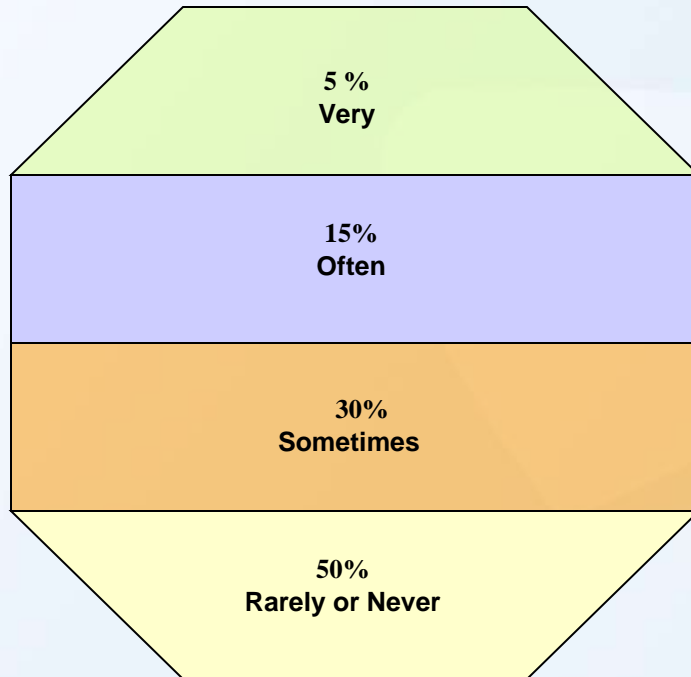
Common Levels of Community Engagement



Common Pattern for Effort and Resources in Community Engagement



Living Communities Resource Allocation



- Training & support to establish Reference Groups
- Community Reference Group
- Invite to dialogue such as meet the Minister, involve in recruitment
- One to one support for skills development

- Community Building Workshops
- Coffee sessions
- Neighbourhood BBQ's
- Site visits
- Language specific sessions
- Large scale forums

- Big community events and festivals
- Family developments
- Library display

- Newsletters
- Upgrading of local services
- Info in local paper survey
- Info about all activities more info
- Community Renewal activities
- Advocate
- 1300 number
- Household
- Contact for more info
- Info to stakeholder

* Important to note:

- Residents move between categories depending on family and other commitments
- Events held day/evening/weekend to ensure opportunity to participate

Tools and Techniques- Its all Engagement !!

- Events , large and small
- Focus groups
- Workshops
- Surveys
- Meetings
- Activities
- Bilingual community educators (interpreters)
- Referrals
- Coffee sessions
- Committees
- Newsletters

Case studies- OUTLOUD – make it Fun

- Combine consultation with fun and celebration
- Focus on community strengths – not just issues
- Build capacity
- Support relationships and partnerships
- Provide diverse opportunities to participate
- Be respectful, empower and purposeful
- Photo and list of consultation activities



Out LOUD
your voice
your community

OUT LOUD
Join in, have fun, meet friends, get creative, listen to music, eat great food and celebrate life in your neighbourhood.

Out Loud is a chance for people of all ages and backgrounds to enjoy a community celebration and share ideas about the future of your area.

Lots of very fun free activities including rap, aerosol art, parour, mosaic making, garden advice, plant giveaways, kids activities, chalk art, Airds Got Talent, art by the Pond and more

Where: Airds Town Centre
When: Saturday 27th June
10am till 3pm

For more information
Contact Neil Hunter on 08 8362261
email: neil@outloud.com.au



Land & Housing Corporation



Design Outloud- Involve young people,



Design Outloud- experts and residents in the same room



Neighbourhood BBQs , Street meetings, Coffee Clubs

- Make every interaction an opportunity
- Make regular contact - business as usual
- Make it informal – no agendas or minutes
- Make it drop - in - so people don't feel obliged to stay longer
- Allow for one on one conversations
- Ensure follow up of issues raised to build trust
- Encourage network building across residents
- Volunteering – has a huge potential

Street meetings



Coffee Clubs



Volunteering



Co ops





Renewal contacts

Dare Kavanagh

0409771465, dare.kavanagh@facs.nsw.gov.au

Deb Follers

0423780159, deborah.follers@facs.nsw.gov.au