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For immediate release

## **New community-driven Communication and Engagement Strategy endorsed**

The Shire of Broome Council has unanimously endorsed a new Corporate Communication and Engagement Strategy (CCES), with this ambitious document having the objective of increasing public participation over the next five years.

Community consultation and input was central to the Strategy's direction, with eight priorities and 47 associated actions included in the CCES, which was endorsed at the May 2022 Council meeting.

The Shire has not previously had an over-reaching visionary document that details how the organisation engages and communicates with stakeholders and the Broome community.

The new CCES will streamline the Shire's communication and engagement activities, while providing direction for Shire officers over the next five years.

Shire of Broome president Harold Tracey said the CCES would add diversity to the organisation's communication methods and increase the range of engagement activities undertaken.

"The majority of the public commentary ascertained from our community in relation to the Shire's current communication and engagement processes was positive, which was certainly heartening and encouraging," he said.

"However, we can still increase the methods we use in this space to improve, make sure everyone has the chance to have a say in Shire matters, ensure people are informed of the latest news and understand our vision for the future.

"Our community is at the core of everything we do – so to have an engaged and informed community will ensure everyone is pulling in the same direction.

"This new Strategy will play an important role in achieving this, with community-driven goals included for Shire officers to strive towards."

To read the Shire's CCES, [click here](#).

**ENDS**

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