Corporate Communication and Engagement Strategy

2022-2027

Contents

Introduction

At the Shire of Broome, our core focus is to serve the community.

Broome is a such a special place and a wonderful town to live, work and visit.

Our town has a bright future – *A Future for Everyone* – and the Shire wants you to be a vital part of that journey.

This Corporate Communication and Engagement Strategy has you at its core. Its purpose is to ensure you know what the Shire is doing and that you have had an input into decisions that may impact you.

In researching and developing this Strategy, it is clear that the community thinks as a Shire we are doing well in some areas, however there are naturally areas we can make improvements in.

Your feedback, thoughts and input have been incorporated into this Strategy, and were critical in shaping the way we will communicate and engage with you moving forward – thank you for taking the time to have your say.

Message from *Shire President*

Our community is at the centre of everything the Shire of Broome does, with the organisation and Council committed to making our region an even better place to live, work and visit.

Effective communication and meaningful engagement are paramount to keeping our community informed and ensuring your feedback is reflected in our forward planning.

This Strategy will act as a blueprint for how the Shire relays the latest news to community members, promotes the amazing people and groups in our region, and undertakes engagement to inform future decisions.

I'd like to say a big thank you to everyone that participated in this process. Your thoughts, comments and suggestions were insightful and valued.

You will see your feedback incorporated in the eight priorities of this Strategy, with a host of associated actions to improve the Shire's current communication and engagement methods.

While we received lots of positive community commentary about how we currently communicate and engage, it is clear there are things we can change and amend to improve in this space.

The Shire is passionate about our town and the wider West Kimberley region – this Strategy will be an important informing document over the next five years.

Harold Tracey
Shire of Broome president

Our Vision & Values

Our Vision

Broome
a future for
everyone

Our Mission

To deliver affordable and quality Local Government services

Our Values

These are the values and behaviours that the Shire of Broome and the local community cares deeply about. We always strive to be:

P	**E**	**A**	**R**	**L**	**S**
Proactive, forward thinking open-minded and innovative	**for Everyone;** inclusive and welcoming of all people.	**Accountable;** transparent and ethical.	**Respectful** of everyone and everything.	**Listening** to people's needs and ideas; community focused.	**Sustainable,** aiming to meet present needs without compromising the ability for future generations to meet their needs.

Community Engagement

What is Community Engagement?

Engagement involves a range of activities that allow community members to be informed of, involved in, and provide input into Shire activities and local issues.

These activities range from everyday informal discussions, contact with stakeholders during service delivery, group discussions or meetings and formal consultation processes.

The Broome community is complex and many issues involve a wide range of stakeholders, often with different views and areas of interest, and varying degrees of access to social media and web-based engagement tools.

Engagement activities need to incorporate the diversity and dynamics of the Broome community, help different groups consider issues constructively and manage potentially conflicting interests.

Why is Community Engagement Important?

Traditionally, local governments have relied on the community representation of elected Councillors to ensure that community issues and priorities are reflected in Shire activities.

This is still crucial but increasingly community members have an expectation of more direct involvement in providing input to the Shire's priorities.

Not only is greater transparency and engagement with community expected, but it is also good business practice.

Successful engagement can improve strategic planning and service delivery, ensure we are addressing the priorities of the community and increase community support and collaboration.

However, despite the community being our core focus, engagement does not mean that every detail of our operation is open to community comment or control.

How we have engaged with you

In 2019, Council endorsed the Community Engagement Framework, which is the blueprint for our engagement with the community.

It is based on the International Association for Public Participation's (IAP2) Public Participation Spectrum, which details the different types of engagement with stakeholders and communities.

IAP2 is an international leader in public participation, with their spectrum used by governments and organisations across the world. It is universally acknowledged as best practice in all forms of community and industry engagement.

The spectrum outlines the different levels of suggested participation depending on the complexity, sensitivity and impact for each project or decision (refer Fig 6 below). It also clearly sets out the promise to the public, and the likely tools to be used for each level of participation.

For example, some simple and non-sensitive decisions or projects simply require the public to be kept informed through web updates, social media or eNews, whereas other more complex and sensitive decisions should involve extensive public participation and consultation. See Tables 8 and 9 below for some practical examples of how the spectrum has been used to guide engagement in recent Shire projects.
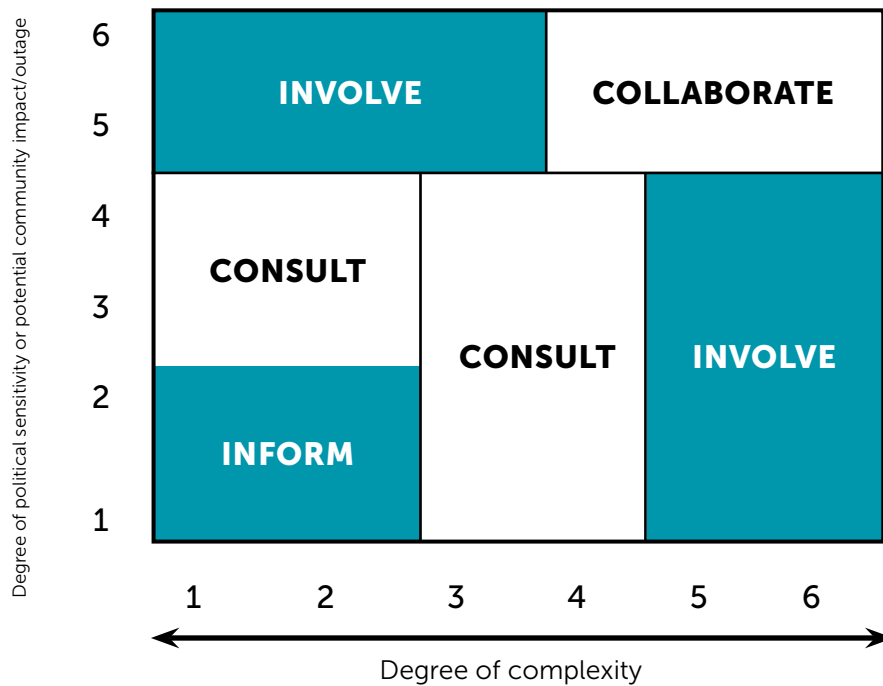

Fig 6. International Association for Public Participation's (IAP2) Public Participation Spectrum

INFORM	CONSULT	INVOLVE	COLLABORATE	**EMPOWER**
Public Participation Goal:				
To provide the public with balanced and objective information to assist them in understanding the problems, alternatives and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	*To place final decision making in the hands of the public.*
Promise to the Public:				
We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	*We will implement what you decide.*
Example Tools:				
Fact Sheets Websites Open houses Media releases Project Bulletins	Public comment Focus groups Surveys Public meetings Targeted feedback eg. specific stakeholders	Workshops Project/Strategy planning Steering Committees	Advisory committees Consensus Building Participatory decision-making	*Council committees with delegated decision-making authority.*

Fig 7. The five levels of IAP2 engagement and how they are used.

Chinatown Revitalisation Project Community Engagement Matrix

The below table shows how the Shire used the engagement matrix for an important project, the Chinatown Revitalisation Project.

	SCORE 1 - 2	SCORE 3 - 4	SCORE 5 - 6	THIS PROJECT
Degree of complexity	There is one clear issue and or problem that needs to be addressed.	There are more than one or two issues/problems that can be resolved.	There are multiple issues/problems, and it is unclear how to resolve them.	4
Degree of potential community impact and political sensitivity	The project will have little effect on stakeholders, and they will hardly notice any changes.\n\nThe project has acceptance throughout the community.	The project will fix a problem that will benefit stakeholders and the change will cause minor inconvenience.\n\nThere are groups who may see potential in raising the profile of a project to gain attention for their cause.	The project will create a change that will have an impact on stakeholders and the living/working environment, and the degree of impact/outrage and acceptance will vary.\n\nStakeholder expectations about the project are different to those of the decision makers and there is high potential for individuals and groups to use the uncertainty to gain attention.	5

Fig 9. Practical examples of how the spectrum has been used to guide engagement in recent Shire projects – Chinatown Revitalisation Project.

Each project may have a different result, which then helps shape the way the Shire engages with the community on that project. Some of the ways we have engaged with the community on different projects are shown below.

Community Communications

What are Community Communications?

Communications involves a range of methods that help inform the community of Shire activities, local issues, and initiatives.

Over the past decade, there has been a big shift in available communication methods, which has enabled faster and more effective communications.

We are now in a very much digital world – however more traditional methods still play an integral role, so a balanced approach is key.

The range of communication methods is vast – from signage and advertising seen or heard throughout the Shire streets and in key locations, to the dispersion of information online, digital and in print formats that can be seen and consumed in the comfort of one's home or workplace.

The Broome community is diverse and also widely spread. This means a combination of different communication methods are required to ensure communications are effectively reaching the different demographics. Combinations could include but are not limited print, radio, signage, social media, digital – and so many more.

It's important communication methods take into consideration and incorporate the diversity and dynamics of the Broome community, to help different community groups be reached and informed.

Why is Community Communications important?

Community communications ensure what the Shire is regularly keeping the community informed and up to date on important topics, projects, actions and opportunities.

It's integral the Shire maintains a high level of communication with the community so that it can operate efficiently and effectively, for the community and with the community. It also ensures the community knows what's happening at the Shire and has the option to participate in suitable activities as a community member.

Together - communications and engagement help build stronger communities.

How we have communicated with you

Website

The Shire of Broome's website (www.broome.wa.gov.au) is a one-stop shop for information about the region and the Shire's projects and initiatives.

It was overhauled in 2020 to become more user-friendly, with the content available in 12 languages and a range of digital forms available for residents to use.

The site's 'Latest News', 'Events' and 'Have your Say' sections are regularly updated.

In 2021, the website recorded over 422,000 page views – that's over 1,000 page views per day. The most visited URL, other than the home page, was our COVID-19 FAQ page.

The Shire also has project-specific websites for the Chinatown Revitalisation Project (www.chinatownbroome.com.au), the Regional Resource Recovery Park (www.rrrp.com.au) and the Broome Boating Facility (www.broomeboatingfacility.com.au).

E-newsletters

The Shire's e-newsletter database has over 4,000 subscribers, equating to roughly a quarter of Broome's population.

Regular e-newsletters are sent out to update the community on what the Shire is doing. In 2021, we distributed 77 e-newsletters.

Social Media

We use social media to provide news updates to the community and to publicise public participation opportunities. It's a very popular form of communication in the Shire, with our main Facebook page having almost 19,000 followers, while Shire facilities such as the Broome Recreation and Aquatic Centre, library and Civic Centre also have individual pages with high levels of engagement.

Analysis by marketing agency SHUNT, who compare social media statistics across all WA local governments, regularly put the Shire of Broome Facebook page in the top ten across the State, which means the community is engaging well with the content we create.

Instagram and Twitter are also used regularly to promote similar information to Facebook posts.

We also have a LinkedIn account to ensure visibility across all platforms, as well as a YouTube account.

The Shire allocates a modest amount of our overall marketing budget to Facebook and Instagram advertising to ensure relevant messages are reaching people who may not follow our pages, including visitors.

Shire News page in *Broome Advertiser*

In 2021-2022, and for many years prior, the Shire held a 12-monthly contract with the *Broome Advertiser* for a full-page Shire News advertisement published each fortnight.

Advertising – *Broome Advertiser* and *Southern Cross Austereo*

The Shire agreed to a 12-monthly contact with Southern Cross Austereo in 2021-2022, and for many years prior, with recurring adverts played on local radio stations Triple M Broome and HIT FM.

Ad-hoc additional advertising is also purchased on radio and in the *Broome Advertiser* to promote individual events or initiatives.

Videos

Videos explaining projects or calling for public participation are used by the Shire on an ad-hoc basis and usually feature the Shire president or deputy president.

These videos are embedded on the Shire's websites and also posted on social media to share the information.

Events

The Shire has a busy yearly event calendar, with a focus on increasing the sense of community and catering to Broome families.

We use these events to promote other initiatives and to give the community a chance to engage with Shire staff.

Public Stalls

During public consultation periods, we set up public stalls in Broome's shopping centres and at the markets to make information more accessible and increase participation from the community.

We also had a regular presence at the Town Beach Markets in the second half of 2021, with different staff members present to discuss their areas of expertise with the community.

Council Meetings

Ordinary Meetings of Council are held on the last Thursday of every month (except January) and are open to the public.

Shire marketing staff provide previews beforehand and reviews afterwards to promote what is on the monthly agenda and what the outcomes were, which are published on the website and social media.

Public Question Time gives members of the community an opportunity to ask questions directly of the administration and Council.

A yearly Annual Electors Meeting is also held and presents an opportunity for community members to ask questions of Council and propose motions.

Those in attendance are then asked to vote on proposed motions, which will allow Councillors to gauge what type of community support there is for different proposals.

Public Notices

We regularly book public notices in the *Broome Advertiser* and *The West Australian* to inform the community of opportunities for public participation, to publicise tenders and to promote pertinent information.

Noticeboards

Posters, public notices and other information is routinely displayed at physical noticeboards across Broome, at both Shire-run and community facilities.

Communication & Engagement process for this Strategy

The Shire of Broome wanted to develop a new Corporate Communications and Engagement Strategy (Strategy) that could:

- Work alongside the recently endorsed Strategic Community Plan 2021-31 (SCP).

- Help guide the Shire's communications with the local Broome community, and ensure communications are timely, effective, have reach, and are easily consumed.

- Provide a blueprint for updated and modern ways of engaging and informing the community on a range of matter and events, enabling the community to efficiently be a part of the Shire's decision-making processes when suitable, and obtaining useful and measurable feedback from the community.

- Enable information collected from the community on certain matters to help make informed decisions that represent the desires and needs of the community.

To develop a community driven resource, a thorough research and review process was conducted by Shire staff and external advisors, which included:

1. Literature review:
- Current Shire of Broome documented processes and procedures
- Desktop research on other WA local government communications and engagement documents and strategies, and best practice processes.

2. Information gathering:
- Garner expectations of communication methods that need to be used and/or improved.
- Interview with Shire staff for current intelligence and insights.
- Review past communication and engagement activities.
- Shire of Broome Councillors feedback workshop.
- Clarify stakeholders and community groups.

3. Prepare a draft Strategy

4. Public consultation and feedback on the draft Strategy
- Four-week community comment period, February 25 – March 25, 2022.
- Face-to-face public sessions
- Physical and online surveys available to facilitate community input.
- Include all viable communication and engagement methods.
- Target all community demographics and key locations.
- Collate results and feedback.
- Define key outcomes and changes required.

5. Revise the Strategy and incorporate community feedback and survey results

6. Obtain Council endorsement on the final Strategy

7. Officially release the approved Strategy

What you've told us

2020 Community Scorecard

In 2020, the Shire undertook a **Community Scorecard** to gauge the public's opinions about our town, the Shire's performance and future priorities.

A total of 1,046 residents, business operators and ratepayers provided input. 91% of ratepayers gave the Shire a positive rating (ranking either excellent, good or OK), giving an overall Performance Index Score of 72 out of 100 (refer Fig 1).

We also asked specific questions relating to communication and engagement, with the results shown in Fig 2-5 (next page). The industry average figures are collected from local governments across Western Australia.

Community Perceptions Survey results:

36%
of residents agree that the Shire has developed and communicated a clear vision for the area

30%
agreed that the Shire has a good understanding of community needs

24%
agreed that the Shire listens to and respects residents' views

26%
agreed that the Shire clearly explains reasons for decisions and how residents' views have been taken into account

Overall Shire of Broome Performance Rating
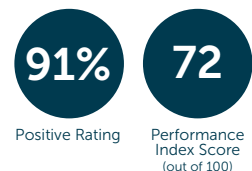(% of respondents)

91%
Positive Rating
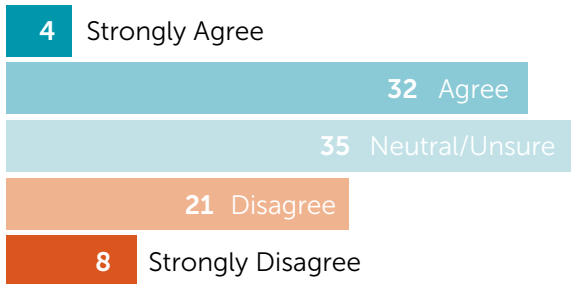
72
Performance Index Score (out of 100)

25	46	20	6	2
Excellent	Good	Okay	Poor	Terrible

Fig 1. Performance Index Score results for the Shire of Broome, Community Perceptions Survey 2020.

Clear Vision

36% Total Agree

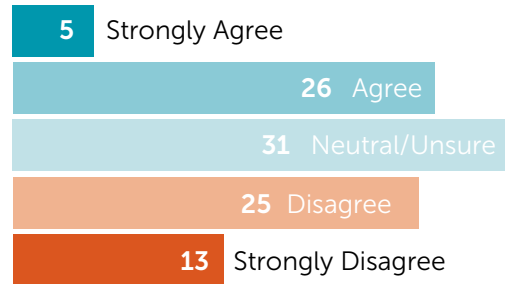|	
4	Strongly Agree
32	Agree
35	Neutral/Unsure
21	Disagree
8	Strongly Disagree

Level of Agreement (% of respondents)

Fig 2. Shire of Broome: 36% clear vision – industry average is 34%.

Good Understanding of Community Needs

30% Total Agree

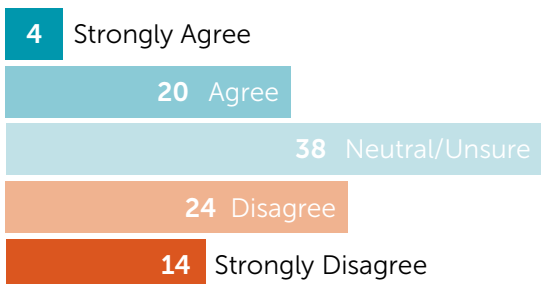|	
5	Strongly Agree
26	Agree
31	Neutral/Unsure
25	Disagree
13	Strongly Disagree

Level of Agreement (% of respondents)

Fig 3. Shire of Broome: 30% good understanding of community needs – industry average is 34%.

Listens/Respects Residents

24% Total Agree

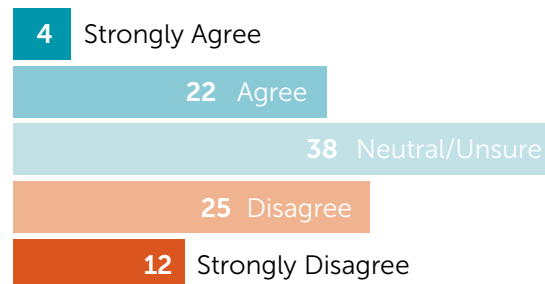|	
4	Strongly Agree
20	Agree
38	Neutral/Unsure
24	Disagree
14	Strongly Disagree

Level of Agreement (% of respondents)

Fig 4. Shire of Broome: 24% listens/respects residents – industry average is 32%.

Explains Reasons

26% Total Agree

4	Strongly Agree
22	Agree
38	Neutral/Unsure
25	Disagree
12	Strongly Disagree

Level of Agreement (% of respondents)

Fig 5. Shire of Broome: 26% explains reasons – industry average is 27%.

Another Community Scorecard will be undertaken in mid-2022, with a clearer vision for communicating and engaging with our community required to improve these statistics.

Please note tallying of decimal percentage may effect rounding of final figures +/- 1%.

2022 Draft Strategy Feedback

The four-week public comment period provided invaluable community input to this Strategy, with a number of key themes emerging through face-to-face engagement and community survey responses.

Key Survey Results

What platforms should the Shire use to communicate with the community?

1. Facebook/Instagram (161)	
2. Broome Advertiser (108)	
3. Triple M Broome (66)	
0	226

What new communication and engagement techniques should the Shire implement?

1. Events calendar (133)	
2. Explanatory videos (119)	
3. Outdoor advertising (66)	
0	226

Are you subscribed to the Shire's eNewsletter or do you want to be?

Majority of respondents were subscribed – or wanted to be subscribed.

1. Subscribed (152)	
0	226

How do you want to be engaged with by the Shire?

1. Market stalls (116)	
2. Shopping centre stalls (107)	
3. Online platforms / websites (105)	
0	226

NB: Information Sessions at the Shire's offices rated 6th out of 6 options.

Do you pay attention to posters/flyers on physical notice boards?

1. Yes: 38% (85)	
2. No: 61% (137)	
0	226

NB: 4 people did not answer.

Do you attend Shire community events?

1. Yes: 65% (146)	
2. No: 32% (72)	
0	226

NB: 8 people did not answer.

Key Result Themes

Be more proactive in terms of engagement

While the Shire hosts engagement sessions at Shire-run facilities, there is scope for increasing this to different venues in the community. The train of thought of 'go to where the people are' was apparent, with the Shire needing to be proactive in engaging with the community, rather than having an expectation people will automatically be engaged.

Outdoor signage and noticeboards are important

The use of outdoor signage was brought up by both Councilors and community members, with further exploration of cost required by Shire officers. While 61 per cent of survey respondents said they did not pay attention to physical noticeboards, it is clear that there is still a sizeable section of the community that use physical noticeboards to get news.

Positive feedback in relation to social media and e-newsletters

Social media and e-newsletters are clearly effective ways for the Shire to engage with our community. Increasing the quantity of e-newsletters and frequency of social media posts should be a priority given the survey results received.

Improve engagement with Aboriginal community members

The Shire values and respects the Aboriginal community and currently endeavours to encourage public participation. However, different methods of engagement are required to ensure Aboriginal voices are heard and feedback is prominent in decision making.

Engagement stalls at markets and shopping centres valued

Community members ranked engagement stalls at the markets and shopping centres highly, with the face-to-face opportunity to engage with Shire officers clearly valued. The Shire has already increased engagement stalls in 2021, with this to continue moving forward. Holding stalls at other venues and at different events would clearly be beneficial and needs to be established.

Articulate how community feedback has been used

People taking the time to provide the Shire with feedback and engagement need to know how their input has been used. This responsibility has generally fallen to project managers or specific officers in the past, but internal processes need to be amended to ensure community members who contribute are contacted afterwards to explain how their feedback was incorporated. The Shire clearly values community feedback but needs to improve how it articulates this part of the process to close the project loop.

Simplify the website

The Shire's website was redeveloped in 2020 but there are currently over 250 pages of information available. Another website audit is required to streamline this content and make it easier to navigate for community members.
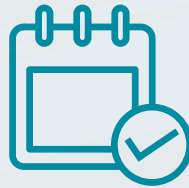
Feedback Overview

Top 3 Communication Methods
Already in use and retain
1. Facebook
2. *Broome Advertiser*
3. *Triple M Radio*

Event Calendar
Is a priority

Explanatory Videos
Increase use

Info Stands at Key Locations
Highly Valued

Engagement
Highly Valued
"Go to where the people are"

Outdoor Advertising
To be incorporated

Newsletters
Important & Effective

Shire Events
Popular & Loved
Note: Some confusion over which events are Shire run

Outcomes & Results
On Feedback Wanted

Aboriginal Engagement
Increase Required

Councillor Faces
Strong Public Figures

Website
Too Wordy & Hard Navigation

Feedback Overview

Pop up information tents at the Boulevard and Paspaley shopping centres.

Email to schools, organisations. Send out with updates.

Facebook ads linking to website.

Notice boards like Fongs, Wings etc. Good old school advertising for the elders of Broome and locals.

Doorstep drop newsletters that can include fridge magnets suitable information sheets.

Need more visible communications - not everyone uses Facebook.

Website is very busy, hard to find info. eNewsletters are great. Lots happening in Broome but hard to find reliable and up to date info, full event/sport/contact calendar etc.

Please do not waste valuable resources on PO box drops. Most end up in the bin.

Ratepayer and residents' associations.

I think the newsletters are quite comprehensive.

Make it easier to access. Simplify it so that people can have time to read it. Also make sure that it's in a format and presented in a way that selected groups can understand. People who can't read pages and pages of documents. Do one targeted at our youth. Make it easier to find on your website.

I believe you need to look at different strategies to reach different groups within the Shire. You have a large Aboriginal population in the Shire, use Aboriginal media to get information to them.

It's 2022 folks.. everyone's got a smart phone.. develop an app.

Messaging needs to be shorter and sharper, with links to more detailed info for those interested.

I regularly see them on Facebook and in the paper so I feel that's good enough for me personally, but I feel notice boards would benefit the population that may not have access to the internet.

Since signing up to the eNewsletter and liking the Shire's Facebook page, I feel across most of the happenings of the Shire.

I like the Shire emails. I can read when I have time to find out information. I always read them.

More engagement with elders and locals.

I think the community should be asked to vote on large scale decisions that affect the town as a whole.

SoB has been noticeably more active in the community over the last few years. It's always great to attend events in the Shire and see SOB team present and engaged. Keep it up!

Spread your messaging over a few different platforms that target different sections within the community.

An officer beyond the reception staff to be a dedicated community liaison point.

Positive engagement at the markets on a regular basis connects the community to the Shire's plans and focus.

Be less risk-averse. You don't need to ask the 'community' for feedback on every single thing you do.

Don't keep doing the same things. Make the Shire more Aboriginal friendly to engage with more Aboriginal people.

Great progress already, and even better to see that you're committed to keeping the community involved and informed. Thank you!

Carry on in the direction you are going :)

Be open to change and allow locals to run more events in celebration / promotion of Broome and local residents.

Get out into the community more, less at Shire offices. Make it easy for people to get info and engage. Think about key locations everyone has to go to.

Its improving but needs more social media exposure and maybe less formal. People have responded well to personal messages from Harold!

I feel you put a lot of information out there and it is up to people if they want to engage.

Although I do a lot of things online, I think relying on online communications misses too many people....

Your Facebook account is great.

Strategies & Priorities

This Strategy offers a streamlined and coherent approach to the engagement and communications undertaken by the Shire of Broome.

It will give Shire officers with a guiding document to use on a day-to-day basis, while also providing a longer-term blueprint for the Shire to clearly articulate its messaging and thoroughly involve the community in the decision-making process.

The priorities of this Strategy are:

PRIORITY 1

Increase the Broome community's knowledge of the Shire's role in our region by clearly articulating what we do and don't do, and why.

Key Messaging	The Shire has a specific role in Broome and the wider West Kimberley region – as do the State and Federal Governments - and we regularly inform the community of this through our marketing efforts.
Actions	• Undertake a targeted media campaign to educate the community what the Shire does and doesn't do. • Use WALGA resources to explain the difference between local, State and Federal government roles and responsibilities. • Publicise the details of local politicians and government agencies that the Shire collaborates with.
Our measure of success	• Fewer complaints to the Shire about things the Shire doesn't control or have jurisdiction over. • Increased community understanding of what the Shire's role in Broome is.

Promote the Shire's vision and values – and explain our Strategic Community Plan's goals.

Key Messaging	After extensive community consultation, the Shire's Strategic Community Plan is a long-term visionary document that encompasses your feedback and priorities, and outlines our plan for the future.
Actions	• Undertake a targeted media campaign to explain the objectives and progress of the SCP. • Ensure Shire marketing materials and communications detail how our actions link back to the SCP. • Produce promotional material encompassing the Shire's vision and values.
Our measure of success	• The Shire's vision and values become widely recognised and easily identifiable by the community. • The community have a greater knowledge of the Shire's SCP and understand why we are doing what we are. • Improved future Community Perception Survey results related to the Shire's vision.

Increase public participation and engagement from our community in Shire initiatives and projects.

Key Messaging	Our community is at the core of everything the Shire does – we want you to be informed and to have lots of opportunities to have your say.

Actions

- Use multiple communication avenues to inform the community about what the Shire is doing.
- Ensure communication and engagement avenues are both digital and in-person.
- Implement a uniform four-week public consultation period (where allowed by legislation).
- Ensure Community Engagement Plans are completed for all Shire projects valued over $50,000.
- Aim to make the Shire website more accessible through the further use of online forms and ensure information is relevant and timely.
- Better utilise databases of partner organisations such as the Broome Visitor Centre, Australia's North West, Nyamba Buru Yawuru and the Broome Chamber of Commerce and Industry to circulate updates from the Shire.
- Ensure more comprehensive usage of physical noticeboards around Broome to publicise Shire events and opportunities for public participation, particularly for those who don't have ready access to the internet.
- Collaborate with online third-party social media sites, such as Facebook Community Noticeboards, to circulate Shire-related information.
- Increase the regularity of radio interviews between Shire representatives and Triple M Broome, Goolarri Media and ABC Kimberley.
- Ensure all relevant information and opportunities for public participation are being circulated to Aboriginal communities outside of the Broome township and up the Dampier Peninsula.
- Increase the quantity of e-newsletters and frequency of social media posts.
- Ensure community members who provide feedback or input are told how their participation has impacted Shire actions.

Our measure of success

- Improved ratings in relation to communication and engagement metrics in the next two Community Perceptions Surveys.
- Growth in the Shire's social media channels.
- Growth in the number of subscribers to the Shire's e-newsletter.
- Increase in the number of responses the Shire receives during public consultation periods.
- More people attending Shire of Broome Council meetings.

Improve the community's understanding of the rates process and accurately communicate how Shire rates are used each year.

Key Messaging	No-one likes paying Shire rates – but this money is reinvested in the Broome community and makes our town a better place to live, work and visit.
Actions	• Undertake a targeted media campaign to ensure the community understands why they pay rates and what their rates will be used for. • Refresh and simplify the Shire's Rates Brochure. • Introduce a new ratepayer information pack.
Our measure of success	• An improved perception of value for rates in the Broome community. • Reduced queries and complaints to the Shire's rates department. • Improved value for rates metric results in next two Community Perception Surveys.

Enhance civic pride and the sense of community by actively marketing 'good news stories' of Broome and the West Kimberley.

Key Messaging	We live in one of the most amazing places in Australia, full of amazing people – let's celebrate this!
Actions	• Work more closely with Broome's charities, not-for-profit organisations and sports clubs to promote what they are doing and tell their stories.
	• Celebrate Broome's Indigenous population and the cultural significance of First Nations Australians to our region.
	• Recognise Broome's volunteers and what they do for our town.
	• Produce promotional videos to showcase Broome's natural environment and revitalised precincts.
	• Promote Broome's history and heritage by working with the Broome Historical Museum.
	• Increase the regularity of videos for use online, explaining Shire projects and decisions, and promoting events.
	• Undertake quarterly marketing campaigns to educate the community on different topics related to the Shire and to promote specific Shire initiatives.
	• Increase the profile of Shire Councillors and staff across all levels of the organisation through the use of short videos, which can be posted to social media and on our website.
Our measure of success	• Improved positive engagement on social media to Shire materials.
	• Larger attendance at community events.
	• Increased community cohesion and recognition of Broome's organisations and people.
	• Increased understanding of Broome's environment, history and heritage.

Improve community engagement with Shire-run events and maximise attendance and participation.

Key Messaging	The Shire has an exciting events schedule that creates civic pride and celebrates Broome's unique community, history and heritage.
Actions	• Review the Shire's existing events, assessing impact and popularity in the community and the reasons they are currently being held. • Implement plans and develop partnerships that diversify audiences for events across cultures and generations. • Support Broome's not-for-profit organisations and charities to co-host and lead their own events. • Ensure the Shire is appropriately acknowledged for events we have delivered, supported or funded. • Provide a visible Shire presence by officers at community events to enable engagement with Shire projects and initiatives. • Use video technology to more accurately promote and market Shire events and pursue the use of web platforms to more effectively promote all events in Broome. • Regularly hold community engagement stalls around Broome to promote what the Shire is doing. • Investigate and deliver a Broome events calendar.
Our measure of success	• An enhanced sense of community is witnessed at Shire events and more people attend our events. • Closer collaboration with Broome not-for-profit and service organisations, resulting in more impactful and well-attended events. • We refine our events calendar and delivery and receive positive feedback from the community.

To ensure all Shire communications and promotional material has consistency in its style and branding to improve the Shire's brand identity.

Key Messaging	The Shire of Broome has a clear vision and values, recognisable through our promotional materials and branding.
Actions	• Appoint one graphic design consultant on a retainer basis to ensure uniformity across external promotional materials. • Implement an internal style guide to ensure all communications have the same style. • Investigate advertising options - including outdoor and displays at third-party venues. • Investigate out-of-home advertising options, such as billboards and electronic noticeboards.
Our measure of success	• Increased consistency in the Shire's communication material and more brand recognition in the community. • More comprehensive marketing by the Shire across Broome.

Provide more consistent communications for Shire facilities – BRAC, Broome Civic Centre and Broome Public Library.

Key Messaging	Shire facilities like BRAC, the library and Civic Centre are community hubs – we want to promote and celebrate the events and initiatives they undertake for the residents of Broome.
Actions	• Implement marketing strategies for the Shire's facilities to improve communication methods and ensure consistency of external content. • Increase recognition of the Shire's facilities through additional marketing and promotion. • Investigate a new survey provider to increase community feedback about Shire facilities to drive improvement and engagement.

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