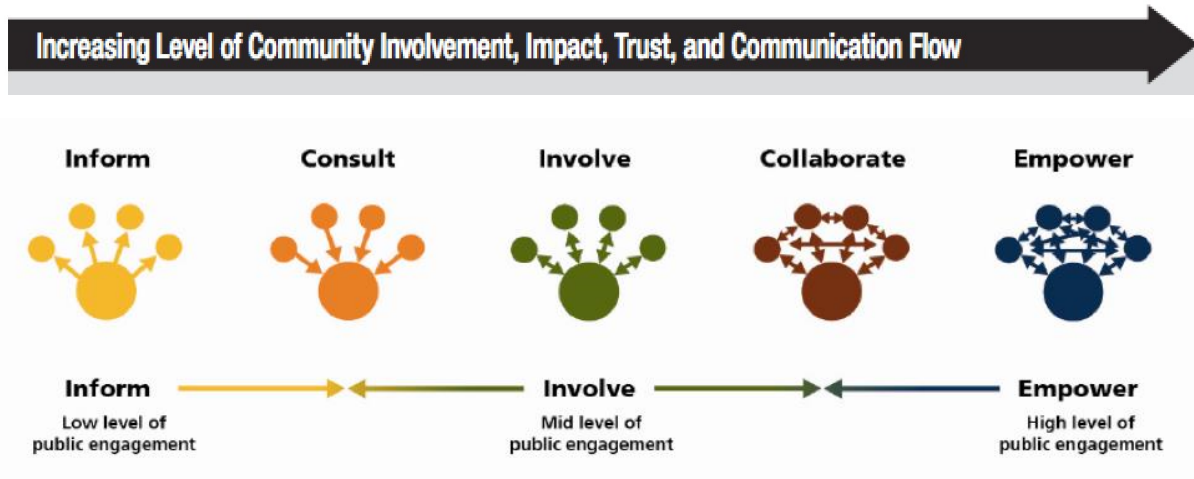




Penrith Town Council

Making a Difference in Penrith

Community Engagement Spectrum



Some Community Involvement	More Community Involvement	Good Community Involvement	Even better Community Involvement	Strong Community Involvement
Communication only flows one-way to provide the community with balanced information. Can establish channels for future two-way interaction	Communication flows to the Community and back, seeking answers. Designed to obtain public feedback to inform decision-making. Develop connections	Communication begins to flow two-ways. Participatory communication is designed to help identify issues and views and understand community concerns prior to decision-making. Some partnership. Building. Some development of trust	Communication habitually flows two-ways. Working together in partnership with the community to develop understanding of issues and identify preferred outcomes. Involves more intense partnership building and increases development of trust	Opportunities and resources for the local community to contribute to solutions by valuing local talents and skills and acknowledging the capacity of the community to be decision-makers in their own lives. Broader outcomes established for all stakeholders. Strong two-way communication and high levels of trust established.

The framework above draw from the International Association of Public Participation (IAP2) model and is considered the gold standard for Community Engagement.

Our Goals Relating to Different levels of Participation	
Level 1. Inform	The goal is to keep all stakeholders informed by providing balanced, honest and objective information, and to promote understanding of all the different aspects of the Councils work.
Level 2. Consult	The goal is to obtain public feedback on analysis, alternatives and/or decisions.
Level 3 Involve	The goal is to work with the public throughout the engagement process, to ensure that concerns and aspirations are consistently understood and considered.
Level 4 Collaborate	The goal is to partner with stakeholders in each aspect of the decision, including development of alternatives and identification of preferred solutions
Level 5 Empower	The empowerment goal is to place final decision-making in the hands of stakeholders.