

# Communications and Engagement Strategy Snapshot 2024-2028

## Connecting with you

Earlier this year, we engaged with over 1,100 community members, staff and councillors to understand how people access information and engage with Council.

Based on your feedback, we've developed the Communications and Engagement Strategy 2024-2028, a four-year plan aimed at fostering transparent, active relationships and conversations between Council and the community.



## What we did

### Community involvement:

We listened to over **1,100** people

**23+** events and activities

Over **2,200** contributions

**152** responses to our surveys and polls

**9** posts online, including Facebook and LinkedIn

**9** focus groups  
**500** responses to our Community Satisfaction Survey



### What we heard

## 70% of respondents

have participated or engaged with a Council project in the last two years.

### Top 5

preferred topics to participate in engagement are:

- 1 Initiatives local to me
- 2 Environment and sustainability
- 3 Community and recreation
- 4 Strategic plans
- 5 Transport and movement

### Top 3

ways community seek information about Council are:

- 1 Social media
- 2 Email
- 3 Council's website

## What we learnt:

**84%** of residents 

are at least somewhat satisfied with Council's level of communication

Up to

**30%** of community satisfaction 

in any project or service can be attributed to how well we communicated and engaged  
(2024 Customer Satisfaction Survey)

## What we need to do

We want to make sure we're using what we learnt. To improve, we will:

- ✓ Use diverse channels for easy access to information
- ✓ Be more open and transparent
- ✓ Share information on topics that matter most
- ✓ Offer targeted consultation opportunities for affected groups
- ✓ Close the loop, provide results and connect feedback to decisions
- ✓ Find ways to involve youth and other underrepresented groups in decision making

## Where to from here:



**Now:** Have your say on the draft Communications and Engagement Strategy 2024- 2028 by Monday 24 February 2025 by at [yoursay.maitland.nsw.gov.au](https://yoursay.maitland.nsw.gov.au)



**March 2025:** We'll review the public feedback and make the necessary adjustments



**April 2025 onwards:** Begin implementing the Strategy's actions.



Visit [yoursay.maitland.nsw.gov.au](https://yoursay.maitland.nsw.gov.au) before 24 February 2025

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