

Mini Frankston City

Overview and Terms of Reference



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What is Mini Frankston City?



Background

Frankston City Council ('Council') has heard from our community that you want us to improve how we engage with you, particularly by listening to your diverse experiences, ideas and feedback, and ensuring your input genuinely influences Council decision-making.

Establishing Mini Frankston City is one of many ways Council is improving its engagement approach.

Mini Frankston City is our community of residents that gives us regular feedback on key projects and issues. The group will support us to:

- Genuinely listen and learn from the community to ensure your feedback influences Council's decisions and project outcomes; and
- Engage and collaborate with our diverse local community, to understand and include people's different views, experiences and expertise.

Council also invites Mini Frankston City members to participate in smaller deliberative panels on topics that require more in-depth discussion and input.

What is deliberative engagement?

Changes brought by the *Local Government Act 2020* require Council to use a wide range of engagement methods including deliberative engagement with the community.

Council has defined deliberative engagement in our Community Engagement Policy as having the following key characteristics:

- Authentic engagement with the community;
- Good representation of the community in engagement activities
- Clear demonstration of how all views have been considered; and
- Accessible and relevant information available to the community to ensure the decision-making process and the community's level of influence is clear in each instance and that participants are fully informed.

Purpose

The purpose of Mini Frankston City is to:

- Improve Council's reach in the community and broaden participation in community engagement.
- Provide representative community engagement from across the municipality.
- Capture trend data and monitor how community ideas and expectations change over time, byengaging with the same group at planned intervals.
- Coordinate the engagement process.
- Inform Council about community views and opinions and help influence and guide Council's decision-making, policies and planning.

Role of Mini Frankston City in Council

Mini Frankston City is our community of residents that gives us regular feedback on key projects and issues. Joining Mini Frankston City is your chance to guide Council on our diverse community's needs, and to ensure your voice influences our decision-making.

It is one of a suite of methods used by Council to engage with the community.

The most prominent methods as per our Community Engagement Framework are:

Table 1: Frankston City Council engagement methods Framework

	Inform	Consult	Involve	Collaborate	Empower
Commitment to community	Council will keep you informed	Council will listen to and acknowledge your concerns throughout the process	Council will exchange information, ideas and concerns with you, ensuring these are reflected in the decisions made	Council will seek to include you and incorporate your ideas in the decisions being made, as much as possible	Council will implement or support what the community decides
Example activities	<ul style="list-style-type: none"> • Website updates • Frankston City News • Letterbox drops • Fact sheets • Social media • Information signage 	<ul style="list-style-type: none"> • Surveys • Drop-in sessions • Ideas boards • Online mapping tools • Walking tours • Field trips 	<ul style="list-style-type: none"> • Community pop-ups • Stakeholder meetings • Focus groups • Drop-in discussion • Working groups • Deliberative polling 	<ul style="list-style-type: none"> • Community panels • Advisory committees • Partnership groups • Steering groups • Workshops 	<ul style="list-style-type: none"> • Ballots • Delegated decision-making • Independently governed groups

Key Strengths

They key strengths of Mini Frankston City, that distinguish it from other engagement methods used by Council include:



Representative

As a stratified, statistically significant sample of residents, Council can hear and respond to unique and diverse opinions and insights on a broad range of topics



Informed

By engaging with us regularly, particularly on in-depth topics during deliberative panels, Mini Frankston City are well informed about Council decisions, processes and operations



Influential

By engaging with us regularly, particularly on in-depth topics during deliberative panels, Mini Frankston City are well informed about Council decisions, processes and operations



Equal voices

There is no loudest voices, or campaigns which seek to influence the outcome of engagement processes, as everyone is heard equally



Greater attention to less 'popular' engagement

As the members are already engaged, Mini Frankston City can stimulate a higher rate of input on matters that may not attract attention through other methods



Can capture reliable longitudinal trend data

As a representative sample of the community, the same questions can be asked at regular intervals over time to track reliable and comparable trend data



Direct access to community feedback

As the members are already engaged, and have volunteered to be engaged regularly, they enable faster, more reliable consultation, particularly in response to emerging issues

How is Mini Frankston City set up?



Eligibility and membership

Council will manage the membership to ensure the Panel reflects the selected community demographics as closely as possible.

The Panel comprises a maximum of 500 resident volunteers from across Frankston City.

To be eligible to be part of the Panel, members must be a current resident of Frankston City and over the age of 15 years old. Parental consent will be required for anyone under the age of 18 years.

500 members has been assessed as a representative number for Frankston City, based on ABS (2016) Census of Population and Housing, which estimates the resident population for Frankston City as 139,502.

As with any statistical recruitment, Council can register up to a maximum of 600 members to increase the likelihood that the desired minimum sample size is reached for each engagement activity (noting not everyone will complete every activity).

If an excess of 600 community members wish to participate in Mini Frankston City, a waiting list will be maintained and used to fill places becoming vacant through natural attrition.

Composition

Mini Frankston City is a sample of residents that reflects the broader Frankston City population across six (6) key criteria: age, gender, home ownership, personal traits, education level and residential suburb.

The composition reflects the broad Frankston City community from the Australian Bureau of Statistics (ABS) 2016 Census of Population and Housing.

Using a stratified sampling approach to mirror the municipality's adult resident population (from the 2016 ABS Census), the following will be applied to the registrations:

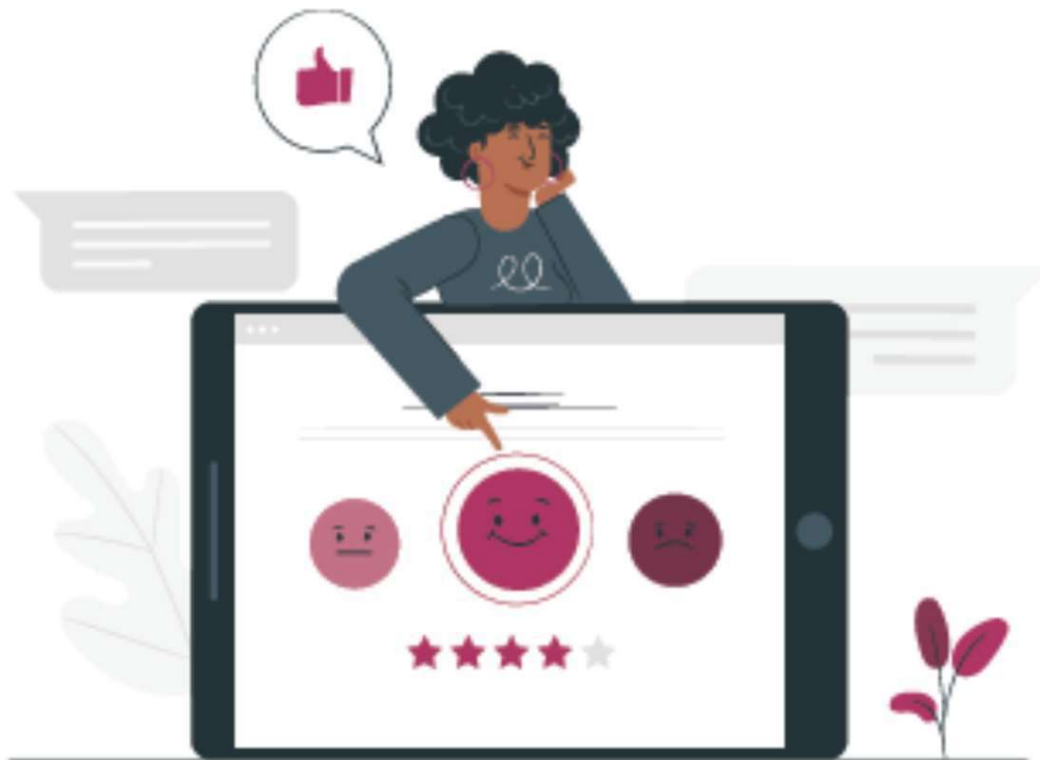
Demographics 2016	2016 stats
18-24	11,729
25-34	18,484
35-49	28,267
50-59	17,832
60-69	14,079
70-84	11,219
85 & over	2,713
Female	68,727
Male	65,418
Other	-
Owners	33,499
Tenants	14,383
Other (+ not stated)	4,813
Disability	7,277
CALD (Speaks another language, and English well or very well)	13,597
Aboriginal or Torres Strait Islander	1,338
LGBTIQ	-
Year 9 or equivalent	7,843
Year 10 or equivalent	19,784
Year 11 or equivalent	15,992
Year 12 or equivalent	50,606
Certificate level (Vocational)	25,716
Advanced Diploma or Diploma	11,151
Bachelor of higher	15,854
Carrum Downs	21,521
Frankston Central	10,713
Frankston Heights	12,870
Frankston North	5,964
Frankston South	19,032
Karingal	13,852
Langwarrin	23,492
Langwarrin South	1,300
Sandhurst	5,183
Seaford	17,138
Skye	8,430

Registration and participation ”

Registration

Members register and sign in through the Engage Frankston! website. The registration process will include a list of demographical questions which will establish the stratified sampling.

The site administrator provides the Mini Frankston City Panel members with access to a private portal where they will be able to participate in projects and discussions.



Participation

Level of engagement and type of activities

Mini Frankston City primarily operates at the 'Consult' level of the IAP2 Public Participation Spectrum, using surveys to enable the statistical significance and representative reliability of the findings to be verified (see Table 1 for a description of these levels).

Mini Frankston City members may be asked to participate in smaller groups, focus groups or deliberative panels, therefore, their level of engagement would move up the spectrum to 'Involve', 'Collaborate' or at times elements of 'Empower'.

Mini Frankston City members will be informed of all current engagement opportunities and invited to participate in all. It is understood that not all 500 members will participate in all engagement activities.

Number and frequency of engagement activities

Mini Frankston City members will be invited to participate in 4-8 engagement activities each financial year.

This will include a combination of online engagement activities (surveys and polls), and deliberative panels.

Where suitable, engagement topics/activities from different areas of the organisation will be combined into one single engagement activity.

Engagement activities should be spread throughout the year and avoid the December/ January period as much as practicable, and other times of cultural/societal importance.

The appropriate number and frequency of engagement activities should be reviewed annually by seeking feedback from members.

Accessible participation options

The majority of Mini Frankston City activity will be conducted online, via Council's Engage Frankston! website (engage.frankston.vic.gov.au), unless there are exceptional circumstances, as agreed.

Members who volunteer to join smaller deliberative panels to discuss more in-depth topics may meet in person, if available to all participants.

Content available on Engage Frankston! will be made as accessible as possible for online participants, including being compliant with Web Accessible Content Guidelines (including document reader), wherever possible.

For people unable to participate via the online platform due to disability, literacy or other exceptional circumstances, the following participation options may be offered:

- Hard copy made available for participant to complete and return.
- Engagement activity conducted via telephone or in-person.

- Accessing the National Relay Service or Interpreter Services.

The above or any other participation options are offered at the discretion of the Administrator and, in doing so, appropriate resourcing should be allocated.

Responses from any survey that is completed off-line should be manually entered into a survey by the Administrator.



Roles and responsibilities



Role	Responsibility
Community Engagement Team	<ul style="list-style-type: none">• Implement activities, send announcements, links and reminders to Mini Frankston City members.• Manage the waiting list, maintain databases, and respond to questions.• Monitor representation and undertake reviews of Mini Frankston City's demographic profile and participation in activities.• Manage and refresh the Engage Frankston! Member's portal.• Develop and distribute newsletters and other correspondence.• Actively promote, educate and advise on the purpose and use of Mini Frankston City across the organisation.• Develop and implement a range of recruitment, retention and exit processes.• Analysis of survey results, feedback, activity results and the preparation of reports.• Provide Engagement Reports to members• Analyse data & statistics of Mini Frankston City and their participation for internal reporting.

Role	Responsibility
Mini Frankston City Members	<ul style="list-style-type: none"> • Register to Mini Frankston City the Panel by answering demographic questions. • Ensure member is able to access and view the <i>Engage Frankston!</i> member's portal. • Report any technical issues with the portal to the Community Engagement Team. • Sign up to any projects of interest that appear in the portal. • Complete as many activities as able to. • Contribute to group discussions in the portal. • Comply with Terms of Reference, including expected behaviours. • Report any breaches of the Frankston City Terms of Reference to the Community Engagement Team. • Unregister from Mini Frankston City when no longer wishing to participate by asking to be removed from the Panel member's portal.



Recruitment and tenure



Recruitment

The initial recruitment will include online engagement, community pop ups (when safe to do so), and targeted engagement with demographic groups (such as Disability network, Youth, Aboriginal and Torres Strait Islander groups).

The number of registrations at the end of the registration period, will be checked for statistical and demographic figures. If at that time, it is determined that a demographic area is largely under represented, a smaller, more targeted campaign will be conducted for two (2) additional weeks.

The composition of Mini Frankston City is reviewed periodically at least every six (6) months. Any vacant positions are filled at this time via the registration form on *Engage Frankston!*

Identified gaps should be filled in the first instance from matching applicants on the waiting list. If there are no suitable applicants from the waiting list, proactive recruitment activities should be undertaken targeting the demographics required.

Selection Process

Any eligible community members can complete the registration form on *Engage Frankston!* to become part of the Panel. Council reserves the right to manage the membership of the Panel to ensure it reflects the selected community demographics as closely as possible

From the registrations received, those officially invited to join Mini Frankston City will be selected based on their ability to fulfil key community demographic characteristics that need to be represented.

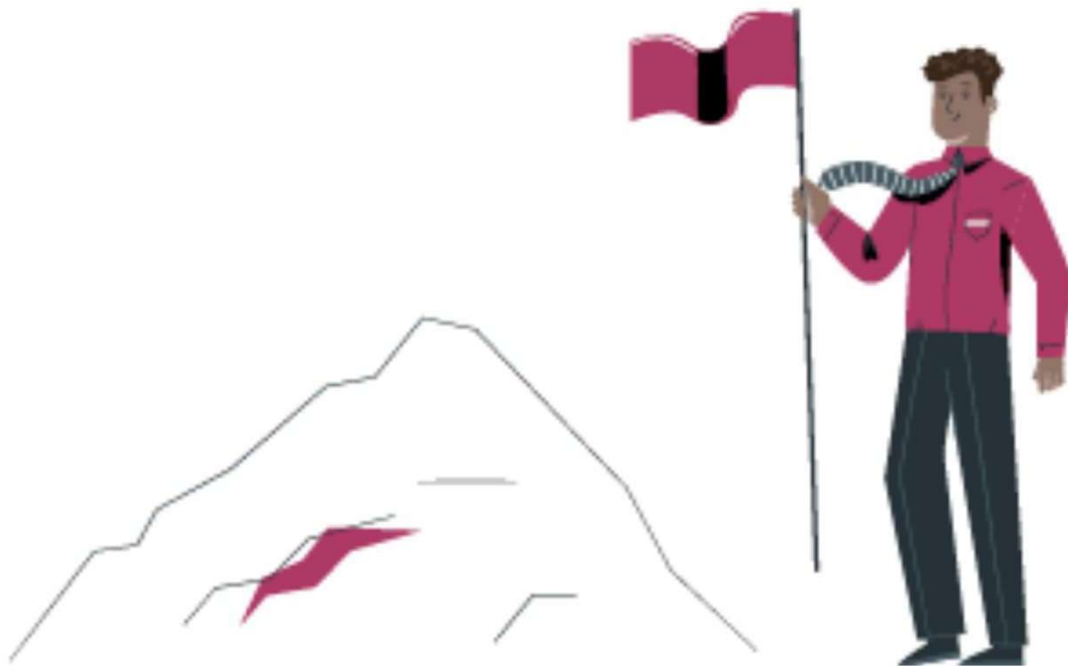
Once the registration process has been completed, members will be notified of their term of appointment commencing.

Tenure

Mini Frankston City members are appointed for an initial term of 3-4 years, based on Council electoral cycles, with the option for additional terms.

The term of appointment will commence after the registration campaign concludes. All members will have the same end of tenure date of the local government election.

Members can opt out of the Panel at any time by informing the Engagement Team (engagement@frankston.vic.gov.au) they no longer wish to participate. You will be removed from the Members Portal of Engage Frankston but can continue to engage with Council activities via the project pages of *Engage Frankston!* if you choose to do so.



Recognition

Council recognises the commitment and valuable contributions made by Mini Frankston City members.

To formally demonstrate this, Council will:

- Thank members for their participation in each engagement activity and in general through- newsletters.
- Celebrate specific milestones, and the work of Mini Frankston City in Council's other communications such as the Frankston City News, website or through a media release.
- Send an end of year or annual thank you letter/card (in mail or electronic) from the Mayor.
- Provide vouchers or other tokens of appreciation.
- Invite members to a recognition event.

Formal incentives may also be offered to all members as a way of boosting participation rates.



Terms of Reference



Decision Making

Mini Frankston City has the ability to influence Council decision makers and provide real value to outcomes that directly impact your community.

Media, Representation and Confidentiality

Members of the panel are individuals whose anonymity will be maintained when the outcome of a consultation process is discussed.

Individual members will not be expected to speak as a formal representative of the views of the Frankston City Council.

Media interest in Mini Frankston City engagement activities and results of consultations will be managed by Council at all times. Panel members should inform Council if you are approached by the media.

If Panel members join a smaller deliberative group, working on a specific project, that project team may ask members to speak at Council meetings or have their names printed in that project documentation. Members have the right to remain anonymous by request.

Expected Behaviour

Unreasonable behaviour by Panel members will not be tolerated, in any activities relating to Mini Frankston City, whether online or in person.

Council staff or contractors reserve the right to provide a warning, written or verbal to members if unreasonable behaviour is observed. If unreasonable behaviour continues, the member will be removed from Mini Frankston City for a period of six months. Upon re-entry, no further warnings will be available to the member, and any further unreasonable behaviour will result in permanent removal from Mini Frankston City.

Members must also comply with the Terms of Use of *Engage Frankston!* available at engage.frankston.vic.gov.au/terms-use.

Release of Findings

All findings released from the activities of the Community Panel will be summarised and de-identified.

Members will receive a summary of the results of the activities they participate in, often referred to as Engagement Reports. These summaries may present just the result of that survey, or may be an overall summary of all consultation findings for a particular project.

The timeframes for these summaries will vary depending on the level of analysis required and other engagement activities that need to be included in the findings.

Communication

Communication with the Panel members is via email (Council uses Campaign Monitor for external and formal emails) or through the dedicated site of the Engage Frankston! website (engage.frankston.vic.gov.au)

Communication comprises a regular e-newsletter which will:

- Inform members of upcoming engagement activities
- Provide the results of previous engagement activities
- Inform members about optional engagement activities currently open and being undertaken outside of the formal activities that they may be interested in participating in.

Additional communications are restricted but may include:

- Email reminders to complete engagement activities
- Important updates about the operation of the Panel.

Community Panel members can communicate with the Community Engagement Team via the dedicated email engagement@frankston.vic.gov.au or by phoning 1300 322 322.

Conflict of Interest

In the unlikely event that a member may stand to gain a real or perceived disproportionate personal or professional advantage from the outcome of an engagement activity, he/she is requested to declare the conflict to the Community Engagement Team and abstain from the engagement activity.

Privacy

Council manages Mini Frankston City (members and information) in line with the Privacy and Data Protection Act 2014 (Act). The privacy statement relating to the registration and usage of the Panel, can be found at engage.frankston.vic.gov.au/privacy-policy.

Review

The Overview and Terms of Reference will be reviewed one (1) year after initial establishment and then every two years.

The Terms of Reference were approved in September 2021.