



AGENDA

PARTNERSHIP AND PARTICIPATION STRATEGIC REFERENCE GROUP

Notice is hereby given that a meeting of the Partnership and Participation Strategic Reference Group will be held in the Guringai Room, Civic Centre, Dee Why on

WEDNESDAY 15 MAY 2019

Beginning at 6:00pm for the purpose of considering matters included in this agenda.

Committee Members

Cr Sue Heins (Chair)	
Mayor Michael Regan	
Cr Kylie Ferguson	
Cr Penny Philpott	
Steve McInnes	Surf Life Saving Sydney Northern Beaches Inc
Stacey Mitchell	
Ina Vukic	Northside Enterprise
Antony Biasi	
John Buggy	Belrose Open Space Corridor Association
Denice Smith	
Craig Susans	
Caroline Glass-Pattison	First Nations
Myriam Conrie	
Chris Fulton	
Hannah Jamieson	

Council Officer Contacts

Melanie Gurney	Executive Manager Library Services
Kath McKenzie	Executive Manager Community Engagement and Communications
Kate Lewis	Business Performance Executive
Clarke Duddy	Manager Studio Production
Theo Stephens	Branch Manager Library Services
Olivia Greentree	Manager Communications
Andrew Grocott	Manager Community Engagement
Jasmine Evans	Governance Officer

Quorum

A majority of members including the Chair or one of the elected Councillors.

**Agenda for Partnership and Participation
Strategic Reference Group Meeting
to be held on Wednesday 15 May 2019
in the Guringai Room, Civic Centre, Dee Why
Commencing at 6:00pm**

1.0	APOLOGIES	4
2.0	DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST	4
3.0	CONFIRMATION OF MINUTES OF PREVIOUS MEETING	
3.1	Minutes of Partnership and Participation Strategic Reference Group meeting held 13 February 2019	4
4.0	UPDATE ON ACTIONS FROM LAST MEETING.....	5
4.1	Outstanding Action Items	5
5.0	AGENDA ITEMS.....	6
5.1	Update on Local Government Area Entry Markers – Kate Lewis and Clarke Duddy – 20 mins	6
5.2	'Be Connected' Digital Literacy Initiative - Northern Beaches Library Service – Theo Stephens and Melanie Gurney – 20 mins.....	13
5.3	Communications Survey Report – Kath McKenzie and Olivia Greentree – 30 mins	26
5.4	Trends in Community Engagement – Andrew Grocott – 20 mins.....	29
6.0	GENERAL BUSINESS AND TOPICS FOR NEXT MEETING	

NEXT MEETING Wednesday 14 August 2019

1.0 APOLOGIES

All members are expected to attend the meetings or otherwise tender their apologies to the Chair and Governance at councilmeetings@northernbeaches.nsw.gov.au.

2.0 DECLARATION OF PECUNIARY AND CONFLICTS OF INTEREST

Members are advised of the following definitions of a "pecuniary" or "conflict" of interest for their assistance:

Section 442 of the Local Government Act, 1993 states that a "pecuniary" interest is as follows:

"(1) [Pecuniary interest] A Pecuniary interest is an interest that a person has in a matter because of a reasonable likelihood or expectation of appreciable financial gain or loss to the person or another person with whom the person is associated.

(2) [Remoteness] A person does not have a pecuniary interest in a matter if the interest is so remote or insignificant that it could not reasonably be regarded as likely to influence any decision the person might make in relation to the matter."

Members should reference the Local Government Act, 1993 for detailed provisions relating to pecuniary interests.

Council's Code of Conduct states that a "conflict of interest" exists when you could be influenced, or a reasonable person would perceive that you could be influenced by a personal interest when carrying out your public duty.

3.0 CONFIRMATION OF MINUTES OF PREVIOUS MEETING

3.1 MINUTES OF PARTNERSHIP AND PARTICIPATION STRATEGIC REFERENCE GROUP MEETING HELD 13 FEBRUARY 2019

RECOMMENDATION

That the Minutes of the Partnership and Participation Strategic Reference Group meeting held 13 February 2019, copies of which were previously circulated to all Members, be confirmed as a true and correct record of the proceedings of that meeting.

4.0 UPDATE ON ACTIONS FROM LAST MEETING

DATE	ACTION	RESPONSIBLE OFFICER
13 Feb 2019	Deputy Mayor to follow up on lack of consultation for changes to parking time on Pacific Parade Dee Why.	Deputy Mayor
13 Feb 2019	Further investigate on the cost involved with the 'Grant Guru' software and update the group at the next meeting	M McDermid

5.0 AGENDA ITEMS

ITEM 5.1	UPDATE ON LOCAL GOVERNMENT AREA ENTRY MARKERS
REPORTING OFFICER	BUSINESS PERFORMANCE EXECUTIVE
TRIM FILE REF	2019/256501
ATTACHMENTS	1 Download Presentation - Local Government Area Entry Markers

DISCUSSION

Kate Lewis and Clarke Duddy will provide an update on the Local Government Markers Project. A copy of the presentation is attached.

Partnership & Participation SRG Update

Local Government Area
Entry Markers

15 May 2019



LGA Entry Markers - *Timeline*

Sept 2018	Councillor Memo
Sept 2018	Partnerships & Participation SRG session re engagement approaches
Oct 18- Feb 19	On hold pending NCIF query, Scope assessment ie suburb / place markers, site analyses etc
30 March	Design & Construct Tender commenced
30 April 2019	Closed being assessed
May 2019	RFT Assessment
15 May 2019	SRG Update
21 May 2019	Councillor briefing on RFT
28 May 2019	Council Report 28 May 2019

LGA Entry Markers - Scope

- Design, consult, fabricate and install three (3) Entry Markers
- Locations: Roseville Bridge, Spit Bridge and Mona Vale Road, Belrose.
- Meet Road and Maritime Services (RMS) requirements and be approved by Traffic Committee and Council
- Design to:
 - Reflect the extraordinary community and environment of the Northern Beaches
 - In line with the Northern Beaches Council Style Guide and Signage Style Guide.
 - Appropriate acknowledgement of country and be sensitive to the cultural heritage of the locations they will be installed within.
 - Serve as a notice to travellers within the area and promote a sense of pride and belonging for our local community.
- Planned engagement - workshops with all SRG members (inc Councillors) and workshops with staff to refine and finalise the design.
- NCIF funded \$200,000 (excluding GST).

LGA Entry Markers - Phases

Phase 1 - Design, Engagement and Approval

- Design refinement
- Workshops with internal and external stakeholders (community members and Councillors)
- Final design incorporating summary of feedback from consultation
- Traffic Committee Report to support approval (engineering, structural, compliance with requirements and standards, traffic management plan for installation etc)
- Council report, final design for approval

Phase 2 - Fabrication

- Materials purchased and Entry Markers fabricated as per approved design
- Engineers certificate

Phase 3 – Installation & Landscaping

- Installed Entry Markers with suitable native landscaping and traffic safety measures that satisfy RMS requirements.

LGA Entry Markers – Tender Scope

Scale

- 2-2.5m height and in-line with RMS traffic safety requirements.

Materials

- Sustainable
- Sympathetic to the environment
- Resilient
- Meet all RMS traffic safety requirements
- Meet Bushfire Zone requirements
- The materials and finishes selected should have low maintenance requirements, low environmental impacts and resistant to vandalism/graffiti.

Design

- Reflect the Brand {Iconic and Extraordinary}
- Adhere to Style guides (*Refer E.4, E.5 & E.6*)
- Enduring
- Reflect community
- Culturally sensitive
- Meet all RMS traffic safety requirements
- Structural design (including certification) for all structural elements ie base slab, plinth/ footings etc.

Appearance

- The entry markers will be consistent in design and materials used but some variance in size may result from the formal approval process and site specific impingements
- The Northern Beaches logo to be a prominent feature.

Budget

- Total budget for all Phases (Design, Fabricate and Install) is \$200,000 (excluding GST).

Locations

- Mona Vale Road, Belrose
- Roseville Bridge and
- Spit Bridge.

Installation

- Minimise disruption to the community and existing amenity
- Site remediation and appropriate landscaping.

LGA Entry Markers – Next steps and key dates

Tender Event	Date
Council Tenderer Approval	28 May 2019
Contract commencement	Early June
Phase 1 – Refine designs, Engage & final design	June – October 2019
2 combined SRG workshops (inc Councillors)	July / Aug 2019
Traffic Committee approval	1 October 2019 (TBC)
Council Approval of final design	22 October 2019 (TBC)
Phase 2 - Fabricate	Nov 19 - Jan 2020 (TBC)
Phase 3 - Install	Dec 19 - Feb 2020 (TBC)

LGA Entry Markers – RFT *Evaluation Criteria*

Scoring and Weighting (Criteria)

- Draft Concept Designs (40%)
- Demonstrated Past Experience of similar work (10%)
- Demonstrated Past Experience of Personnel & Subcontractors (20%)
- Proposed Methodology inc QA (20%)
- Fees (10%)

Design assessment (40%)

- 8 Design assessment criteria
- Design Evaluation Panel (12 business unit reps and SMEs)
- Assessment reviewed by Evaluation Committee
- Supplier recommendation to Council



Feedback from last SRG on engagement

1. What about Wharves? *The Wharves will be phase 2 along with Place and Suburb markers.*
2. How will we acknowledge Traditional Owners? *We will work with the local community to determine suitable acknowledgment. This is complex in our area.*
3. Community Engagement
 - *Mixed views on level of community input: Community already input on the brand – not interested, others will love to know about it, huge impact*
 - *Community should be asked for feedback not just choose an option*
 - *Anyone could join an SRG, the SRGs should be involved in the process*
 - *Why do we need to consult – they are replacements*
4. Why are staff involved in the design? *The RFT needs to be assessed. The scope needs to meet a range of criteria that needs Specialist input.*
5. Design:
 - *Everyone has a different view – will be hard to get everyone to agree.*
 - *Do something that people are going to resonate with*
6. Funding: *Make community fully aware of where the money has come from*
7. Just do it
8. Will they look like the coast walk signage and tie in? *No, they are separate design process that needs to meet many mandatory RMS requirements.*



LGA Entry Markers – *Engagement Approach*

- Workshops with all SRG members, including councillors, to assist and refine the design of the Entry Markers
- Based on the principles of the Northern Beaches Identity
- Subject Matter Experts (staff) to be involved including – Traffic and Roads Management, Parks and Reserves, Urban Design, Design Studio, Art & Culture team, Aboriginal Heritage (TBC), Sign Shop, Tourism, etc
- Engagement with traditional owners of the area - TBC

Ideas for SRG involvement

- 2 combined workshops -1 day, 1 evening, July / Aug (tbc)
- Ideally 2-3 draft concept designs for discussion and feedback
- Feedback on each draft concept design – what do you like? What would you change?
- Feedback for each design against criteria see over (any others?)

Final decision and adoption of design will be made by Council (Oct 2019)

LGA Entry Markers – *Criteria for assessing concept designs*

1. The design and materials meet RMS safety requirements (frangible) and bush fire requirements
2. The design reflects the brand eg is Iconic, extraordinary, vibrant, inclusive
3. The design is culturally sensitive and respects the traditional custodians of the area
4. The design reflects the Northern Beaches community and is enduring
5. The design is in keeping with the Brand guidelines and style guide
6. The design prominently includes the Northern Beaches logo
7. The materials are sympathetic to environment
8. The materials are resilient, sustainable and low maintenance
9. The height and scale of the design is in keeping with the surrounding environment and site constraints

Any others??

Questions?



ITEM 5.2	'BE CONNECTED' DIGITAL LITERACY INITIATIVE - NORTHERN BEACHES LIBRARY SERVICE
REPORTING OFFICER	BRANCH MANAGER LIBRARY SERVICES
TRIM FILE REF	2019/240921
ATTACHMENTS	1 ↓ Be Connected Factsheet 2 ↓ Be Connected Network Partner Overview 3 ↓ Be Connected Workshops Program 4 ↓ Be Connected Presentation

EXECUTIVE SUMMARY

PURPOSE

'Be Connected' is a federally funded digital literacy initiative aimed at increasing the confidence, skills and online safety of older Australians in using digital technologies.

As a 'Be Connected' partner, the Northern Beaches library service is providing free digital literacy workshops for Northern Beaches residents and is calling on the Partnership and Participation Strategic Reference Group to promote this important initiative via all available channels.

REPORT

'Be Connected' (formerly called Broadband for Seniors - BfS) is an Australian Government initiative (the Department of Social Services, in partnership with the Office of the eSafety Commissioner) aimed at increasing the confidence, skills and online safety of older Australians in using digital technologies. It is coordinated by the 'Good Things Foundation', a social change charity.

The initiative encourages 'Network Partners' such as the Northern Beaches Library Service to become the "local arm of Be Connected, and offer in-person help and support to older Australians who are disengaged with digital technology."

For registering and committing to sign up 30 learners within the year, each network partner is eligible for \$2000 plus GST activation grant. The Northern Beaches Library Service, with six branches, has already been awarded \$13200 to provide free digital literacy workshops to the community.

The free 'Be Connected' workshops commenced on 6th February at Warringah Mall library and run weekly on Wednesdays from 12-1pm at Warringah Mall and on Fridays from 1-2 at Dee Why Library. Workshops concentrate on a different topic each week (see attached workshop schedule) with each topic repeated once during the year. Participants are able to drop in and out of the program and are able to take online modules that complement the topics covered in the workshops.

On Thursday 23rd May all Northern Beaches library branches will be promoting Be Connected at the Be Connected Biggest Morning Tea cancer fundraising event. Between 10am and 4pm the community is invited to drop in to their local library branch for a cup of tea and some cake and to find out more about the free digital literacy workshops being run by the library service.

The Northern Beaches Library Service is calling on the Community & Belonging Strategic Reference Group to use its resources and networks to promote the 'Be Connected' workshops at Warringah Mall library. The success of these workshops will determine whether the Northern Beaches library service is able to run similar workshops at each of its six branches in 2019.

RECOMMENDATION OF BRANCH MANAGER LIBRARY SERVICES

That the Partnership and Participation Strategic Reference Group:

- A. Note this report
 - B. Promote through its networks the Be Connected Biggest Morning Tea event and the free workshops on offer across the library service.
-



Be Connected

Every Australian online.



Be Connected is a free Australian Government initiative aimed at increasing the confidence, skills and online safety of older Australians when they use the internet and everyday technology.

Older Australians will be able to learn the basics of going online, including:

- being safe while online
- talking to or seeing family and friends who live far away, more often
- finding new friends or old friends who share similar interests and hobbies
- keeping up-to-date with what's happening in their community and around the world
- shopping online, safely and securely, without leaving home.

Be Connected will deliver a range of resources specifically designed to support older Australians, as well as families, influencers and community organisations who want to help these Australians to get online.

Be Connected website

Older Australians, and their families, peers and local community organisations, can access interactive learning activities, training courses, web apps and 'how-to' videos. There are training courses covering the basics of using computers and digital devices, online shopping, socialising online and more – all designed to appeal and be of interest to older Australians.

Be Connected National Network Manager

Good Things Foundation is supporting community organisations and services that join the Be Connected Network to provide free, personalised and face-to-face training and support to older Australians.

Be Connected Network Partner Grants

A total of \$20 million in small grants is available over the next three years to support organisations joining the Be Connected Network as a Network Partner. These grants start at \$1,500 to help Be Connected Network Partners get started. More information about the grants is available on the Be Connected website www.beconnected.esafety.gov.au

Building on the successful elements of the preceding Broadband for Seniors program, Be Connected will enable older Australians to continue to gain the confidence and skills they need to use digital technology.

The Department of Social Services has overarching responsibility for implementing the Be Connected initiative, in partnership with the Office of the eSafety Commissioner.

Be Connected will help:

- older Australians who have low or no engagement with digital technology
- families, peers and influencers of older Australians who lack the skills and confidence to go online
- community organisations that are committed to digital inclusion and supporting older Australians bridge the digital divide.

Older Australians with low internet skills can often feel isolated from their community and family at a time in their lives when feeling connected is increasingly important.

Be Connected aims to change that through a family and community centred approach. It will help older Australians to realise the value of being connected online and provide access to appropriate training and support in a safe and familiar environment.

To learn more or to find your local Be Connected Network Partner:



Call **1300 795 897**



Go to www.beconnected.esafety.gov.au

**Be Connected**
Every Australian online.

Be Connected

Helping older Australians thrive in a digital world

Over 3 million people in Australia are digitally excluded. More than half of those who lack basic digital skills are over the age of 50. They are missing out on all the benefits that the internet brings – whether it's keeping in touch with family, shopping online or accessing Government services.

Be Connected is a free Australian Government initiative aimed at increasing the confidence, skills and online safety of older Australians when they use the internet and everyday technology. Be Connected adopts a family and community-centred approach to target those aged 50 years and over, who have minimal or no engagement with digital technology.

There are five key elements to the program:

- A coordinated Network of thousands of local organisations
- A high-quality online learning platform at www.beconnected.esafety.gov.au
- A grants program to support local organisations
- A marketing campaign to raise awareness of the program
- A helpline for support

Good Things Foundation is an international social and digital inclusion charity. We are leading the recruitment and support for the Be Connected Network and we're keen to work with all national, state, and local organisations interested in supporting digital literacy. Join our movement to make change happen for digitally excluded Australians.



(02) 9051 9292
1300 795 897



connect@goodthingsfoundation.org



www.beconnectednetwork.org.au

**Be Connected**
Every Australian online.

Resources and support

Be Connected Network Partners have access to the following support and resources, for free.

Online and phone support

You have access to a dedicated support line who can answer any questions and help you to problem solve. You also have access to the Be Connected Network Partner website (www.beconnectednetwork.org.au) with a resources page full of session plans and how-to videos. This website is also where you register for free training webinars or find an upcoming event in your area.

Grant funding opportunities

There is a range of grants available to all Be Connected Network Partners, from \$2,000 to \$50,000. And remember, if you lead a group of local branches (for example, a Library Service or an Aged Care Provider) you can apply for grants for each branch.

There are three types of grants available:

Activation grants: one-off \$2,000 grants for each Network Partner.

Building Digital Skills grants: \$2,500 to \$15,000 grants are available, depending on how many people you can support.

Network Capacity Building grants: up to \$50,000, an innovative grant for an organisation to both recruit and support Network Partners (for example, in a geographical area or around a specific target group).

Funding can be spent on anything that will help you support older Australians to gain digital skills, including new devices, broadband fees, police checks for volunteers, expenses for digital mentors or even morning tea. For more information about our grants, visit www.beconnectednetwork.org.au/Grant-Program

Information sharing

You will be invited to a range of events where you can meet and share with others in the network, both face-to-face and virtually. We have an exclusive Network Partner Facebook group where Be Connected Network Partners can share ideas, success stories and advice. There's also a fortnightly newsletter with events, webinars, and course announcements, as well as highlights from our Network Partners about the impact they have in their communities.



(02) 9051 9292
1300 795 897



connect@goodthingsfoundation.org



www.beconnectednetwork.org.au

**Be Connected**
Every Australian online.

Be Connected Learning Portal

A high-quality online learning platform run by the eSafety Commissioner is available to all Network Partners to supplement your face to face support. These resources have been designed with older people so they meet the needs of those who feel less confident using the internet. Your students can use the Learning Portal to complete courses such as:

- The absolute basics
- Getting to know your device
- Getting started online (such as using email and completing online forms)
- Safety (such as passwords and avoiding scams)
- Skills (such as online shopping and watching TV online)
- Connecting with others (such as WhatsApp, Facetime, and Skype)

Learners can bookmark their progress, which allows them to pick up where they left off if they'd like to continue at home or in a future session. As a Network Partner, you can track the number of learners you've registered at your organisation.

The Learning Portal is also where you'll find downloadable "Tip Sheets" in 12 other languages. We are always looking to improve our resources and will be introducing a new phase of languages over the next few months.

Promotion

By joining the Network, your organisation will appear on our [online map](#) which allows people who are looking for local support to find your organisation. If you prefer, you can choose not to be visible on our map.

Upon joining the network you will receive a Be Connected marketing pack to help you brand your organisation to reach as many people in your local community as you can.

Join the Be Connected network

To find out more information or to express an interest in joining the network, please go to www.beconnectednetwork.org.au or send an email to connect@goodthingsfoundation.org and one of our friendly team members will be in touch.

(02) 9051 9292
1300 795 897connect@goodthingsfoundation.orgwww.beconnectednetwork.org.au

Program title:
Warringah Mall Library Be Connected 2019
Promo text:

The Warringah Mall Library Be Connected program with free interactive and engaging workshops for people of all ages is designed to increase the confidence, skills and online safety of all Australians. From learning how to use a computer or tablet to boosting your productivity with Microsoft Office, learn to stay safe online and stay in touch with family and friends.

This program is funded by Be Connected: an Australia wide initiative empowering all Australians to thrive in a digital world.

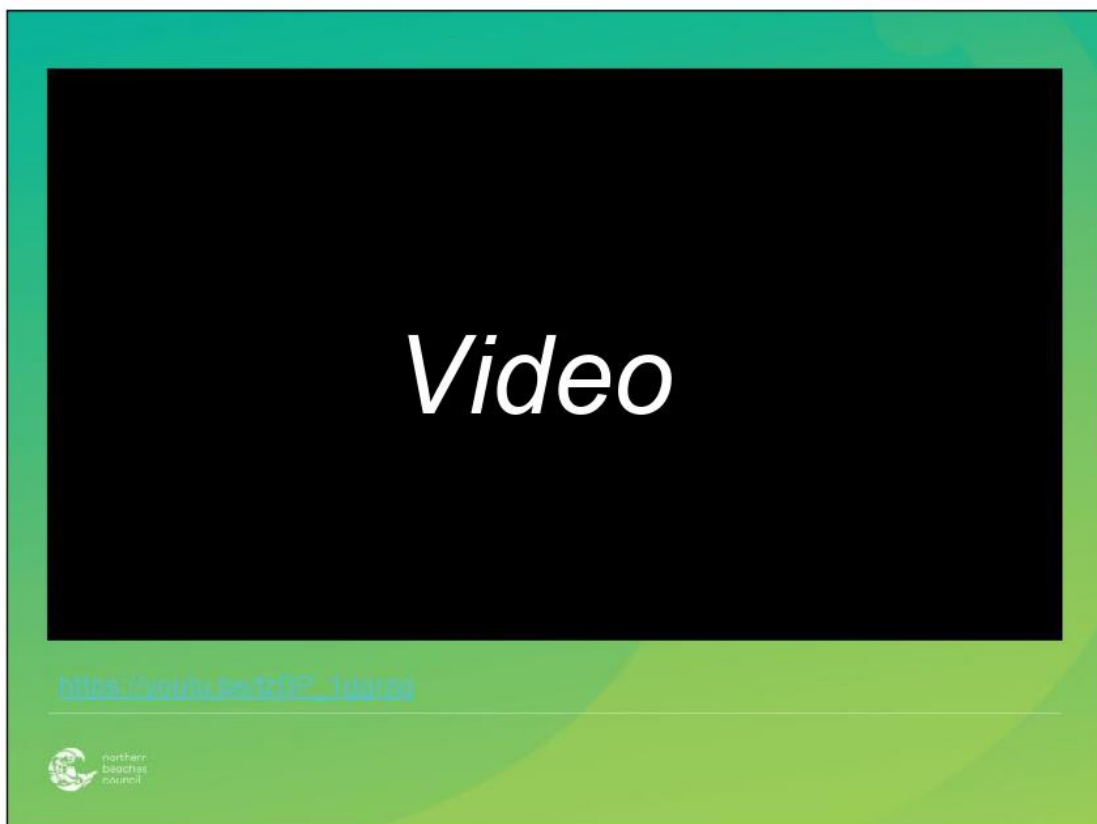
Location: Warringah Mall Library
Time: Wednesdays 12:00 – 1:00 PM
Duration: 60 minutes
Age range: 16+
Price: Free

Workshops: See table below.

Title	Description	BYOD	Dates
Making the most out of your Library	Read, watch or listen to premium digital content at any time on your device. It's all free as part of your Library Membership. In this engaging workshop, you will familiarize yourself with all the digital services that the library has got to offer. We will take a closer look at our eResources and on-demand film streaming services such as Kanopy.	Optional	06/02/2019 12/06/2019
Windows 10: Ultimate beginner's guide	Windows 10 is the biggest update that Microsoft has ever implemented. A lot has changed in this version and it does take getting used to. In this workshop, you will learn about the fundamentals of Windows 10 and how to navigate its many features.	Optional	13/02/2019 19/06/2019
Boost productivity with Microsoft Office	Always wanted to know how you process text with Microsoft Word or get organised with Excel? In this workshop, we will explore the basic functionalities of Word, Excel and PowerPoint to boost your productivity.	Optional	20/02/2019 26/06/2019
Internet: Hello World!	The internet, a revolutionary invention that changed how people around the world communicate and learn. Billions of people have access to the internet, so it's about time you learn how it works. In this workshop you will learn about what the internet can be used for and the many features that are available.	Optional	27/02/2019 03/07/2019
Get savvy with Gmail and Outlook	While you will have heard of free email services such as Gmail and Outlook, you may not know exactly how it works, what you need to set up your own account, or how to use it. Also, it is quite easy to get confused by the many functionalities and features you can make use of. This workshop covers the basic steps of signing up to your own Gmail or Outlook account. It will explain how to read, send, reply and forward emails. We will also take a closer look at features that can be useful but are sometimes hidden.	Required	06/03/2019 10/07/2019

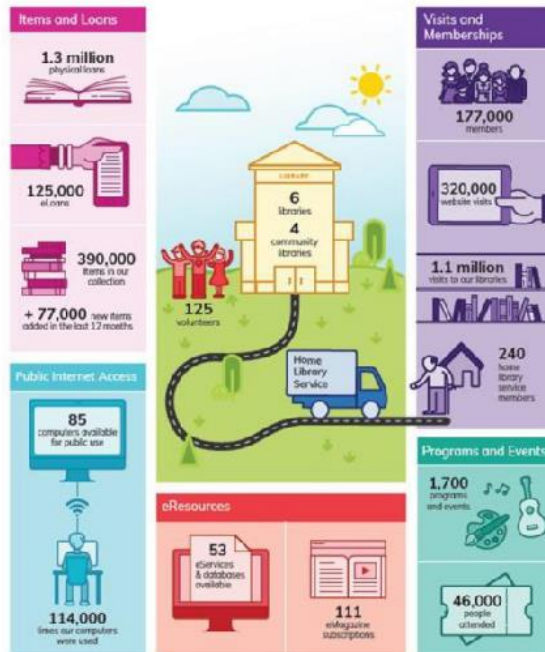
Stay in touch with family and friends	Make the most out of technology and social media by connecting with family across the country. In this workshop, you will learn how to use video calling services such as Skype and Facetime, send messages via WhatsApp and Messenger, setup and use Social Media.	Required	13/03/2019 17/07/2019
Your precious memories preserved forever	Photography is almost completely digitised, so you can easily store photos on a device and print them at home. Do you still have boxes full of old photos, negatives and slides? In this workshop, you will learn how to digitise and store your photos, and preserve them forever.	Optional	20/03/2019 24/07/2019
Getting started with Android tablets	The tablet is a great tool for accessing the Internet, communicating with relatives, reading books, watching TV, and much more. The tablet is the ideal handheld computer! Unfortunately, tablets do not come with an instruction manual and most people only use half of what a tablet can do. In this workshop, you will learn about what an Android tablet is and the fundamentals of how to use one, how to use the Google Play store to install apps, and useful tricks to get the most out of your device. This workshop is not only for people who own an Android tablet, but also for people who have never used one and are interested in finding out what they can do.	Required	27/03/2019 31/07/2019
Getting started with iPads	The tablet is a great tool for accessing the Internet, communicating with relatives, reading books, watching TV, and much more. The tablet is the ideal handheld computer! Unfortunately, tablets do not come with an instruction manual and most people only use half of what a tablet can do. In this workshop, you will learn about what an iPad is and the fundamentals of how to use one, how to use the App Store to install apps, and useful tricks to get the most out of your device. This workshop is not only for people who own an iPad, but also for people who have never used one and are interested in finding out what they can do.	Optional	03/04/2019 07/08/2019
Getting started with Android phones	Android Phones introduce a new way to entertain, communicate and access basic services, with the addition of being able to be carried around anywhere. This workshop will teach you the essentials of what an Android phone is and how to use one, how to use the Google Play Store to install apps, and useful tricks to get the most out of your device.	Required	10/04/2019 14/08/2019
Getting started with iPhones	iPhones introduce a new way to entertain, communicate and access basic services, with the addition of being able to be carried around anywhere. This workshop will teach you the essentials of what an iPhone is and how to use one, how to use the App Store to install apps, and useful tricks to get the most out of your device.	Required	17/04/2019 21/08/2019
Staying safe online	To make your experience with using the Internet more enjoyable and safe, you need to make sure you are protected online. In this workshop, you will learn the basics of how to stay safe online, setup a strong passwords, avoid internet scams, and how to keep your personal information safe and secure.	Optional	24/04/2019 28/08/2019
Helping your child stay safe in cyber space	Whilst children may love to use the Internet, they may be more susceptible to clicking harmful links, internet scams or viewing inappropriate content. This workshop is not only for children, but also for parents who would like to learn about how to ensure that their children avoid getting scammed, share personal information, click unknown links, or talk to strangers online.	Optional	01/05/2019 04/09/2019
Get smart with Internet Banking	Do you need assistance with Internet Banking or Mobile Banking? Or would you like to learn about new digital services and how to work with them? This workshop will teach you everything about Internet and Mobile Banking.	Optional	08/05/2019 11/09/2019
Shop confident & safe online	You know that you can shop, bank and pay bills online, and are interested to learn more and try it yourself. You want to know how to find things to buy, where to buy from, and how to make payments. In this workshop you will learn the basics	Optional	15/05/2019 18/09/2019

	of online shopping, whether you want to book a holiday, buy that fancy dress, or order Thai food.		
Guide to the Digital Government	The government is going digital and this is transforming the way services are delivered to citizens. In this workshop, you will learn how to use myGov and its connected services, navigate and use Service NSW, find council information, and much more.	Optional	22/05/2019 25/09/2019
Researching family history	How can the Internet help with family history? In this workshop, we will explore tools and services that are available to research your family history.	Optional	29/05/2019 02/10/2019
Get around with confidence in NSW	Travel apps make getting around on public transport much easier, and potentially cheaper. You probably already own a smartphone, and want to know how it can help you to get around with confidence. In this workshop, you will learn what an app is, and how to use three different transport apps for trains, buses and other forms of public transport to get around.	Optional	05/06/2019 09/10/2019



Northern Beaches Library Service

Network Partner
providing free
Be Connected
Workshops



The Be Connected workshops

Staying safe online Internet Banking Government Services & much more



Free, interactive and engaging workshops designed to increase the confidence, skills and online safety of all Australians.

Your local library supporting digital literacy.

Weekly workshops at Dee Why and Warringah Mall libraries



Be Connected Biggest Morning Tea At the Library

Thursday 23 May, 10am – 4pm



Your Northern Beaches libraries

Mona Vale Library
Forestville Library
Glen Street Library
Warringah Mall Library
Dee Why Library
Manly Library

library@northernbeaches.nsw.gov.au

9942 2449



northern
beaches
council

ITEM 5.3	COMMUNICATIONS SURVEY REPORT
REPORTING OFFICER	MANAGER, COMMUNICATIONS
TRIM FILE REF	2019/246712
ATTACHMENTS	NIL

ISSUE

To report the key findings of the residents communication survey.

BACKGROUND

In October and November 2018 Council conducted an online and phone survey to inform the development of a Council Communications Framework 2019 – 2020.

The objectives of the research were to find out:

- where residents and ratepayers currently source their information about the Council, what their preferred sources are, and how this differs by segments.
- how they rate the quality and usefulness of the information they receive from the Council, as well as the various channels utilised by the Council.
- what information they seek from the Council, and what new information they would like the Council to provide in the future.
- relevance of, satisfaction with and/or knowledge of channels, Council messages and other communications.

Online Survey Methodology

Council distributed an online survey using existing communications channels.

The survey was completed by 3,749 respondents and analysed by Essential Research.

Phone Survey Methodology

To supplement the findings from the online survey, Essential Research conducted a phone poll of n=500 Northern Beaches residents and ratepayers, with n=100 being drawn from each ward.

The data was weighted to ABS figures (for the Northern Beaches LGA) for age and gender.

DISCUSSION

An Executive Summary of the research findings is as follows:

Preferred communications (non-Council)

Print editions of the Manly Daily scored highest although there is reasonable readership of Pittwater Life and Peninsula Living.

Although low overall, online magazine Northern Beaches Mums reaches around 22% of parents who say they read it at least several times a week.

In addition to local communication channels, the most commonly consumed news sources were:

- ABC news online (31% read every day/several times a week)
- Sydney Morning Herald online (29% read every day/several times a week)
- Sydney Morning Herald (29% read more/every edition).

Social media

50% use Facebook every day or several times a week – by far the most popular social media channel.

Usage and effectiveness of Council communication channels

A series of questions was asked about the usage of Council communication channels and there was an expected clear difference in the online (sourced through Council channels) and phone (random sample) surveys.

The most commonly used channel across both surveys were:

Online	Phone
1. Council e-newsletter (82%)	1. Media such as newspapers or radio (75%)
2. Council website (64%)	2. Word of mouth (73%)
3. Word of mouth (46%)	3. Banners or street flags (59%)

The Council e-newsletters were also the most commonly rated as effective by the online survey respondents (94%).

All communication channels bar word of mouth (74%) and Councillor social media or newsletters (79%) were rated as effective by at least 80% of respondents.

Council e-newsletters were also the most commonly selected as a preferred communication channel for the online sample (82%), followed by the website (39%) and media (28%).

For the phone survey, the most commonly selected preferred methods were media (40%), council e-newsletters (34%) and the website (29%).

Feedback on Council communications and topics of interest

At least 82% of the respondents to this survey agreed with following attributes about the information provided by Council: *timely, relevant, interesting, easy to understand, covering a range of topics, generally what you need.*

The lowest agreement level was for *generally what you need* and of a *quality you expect* (82%). The highest was for *easy to understand* (90%).

Just 3% of the respondents in the phone survey said they knew *a lot* about the decisions, news and events of their local council. A combined 37% claim to know a *lot* or a *fair amount*. 61% – almost two thirds – of respondents *would like to know more* about the decision, news and events of their local council.

The most commonly selected topics of interest were significantly different between the online and phone surveys.

Online	Phone
1. Events (66%)	1. Transport and traffic (91%)
2. Transport and traffic (59%)	2. New community infrastructure and capital works (87%)
3. New community infrastructure and capital works (57%)	3. Environmental management and education (86%)

What does this mean for Council communications?

1. Local media is still well read and a useful channel to use to communicate key events and messages
2. Other key media outlets Council should focus on are ABC & SMH.
3. We are on the right track with our existing channels – people who get our communications rate them highly. The vast majority are supportive of tone, frequency and quality. The opportunity is to increase our subscribers and followers to deliver our communications to a wider audience.
4. There is an appetite for more – the majority of those who do not already engage with us would like to. Our challenge is to find ways to reach them.

RECOMMENDATION OF MANAGER, COMMUNICATIONS

That the Partnership and Participation Strategic Reference Group notes the key findings of the community survey

ITEM 5.4	TRENDS IN COMMUNITY ENGAGEMENT
REPORTING OFFICER	MANAGER, COMMUNITY ENGAGEMENT
TRIM FILE REF	2019/255302
ATTACHMENTS	NIL

DISCUSSION

Technology has changed the way we engage with the community. Fifteen years ago the only way for the majority of community members to share their opinions was through calling a townhall-style meeting, voting or going door to door.

Megatrends are large, transformative processes with 'global reach, broad scope, and a fundamental and dramatic impact. Megatrend include; impactful technology, evolving communities, rapid urbanisation, empowering individuals, economic power shift and resource security.

Impactful technology is, and will, continue to change the way we engage with our community.

Along with these external megatrends, there is a general growing trend towards civic participation, localism, and being active in community-based decision making. In this age of technology and connectivity, everyone has a platform and everyone has a voice. If people care about something, they will likely be vocal about it. Therefore, if you are not present in the discussion, or better yet leading the conversation - you have a problem.

We will be workshoping some of these trends and megatrends to understand how we best adapt in a dynamic environment and use new technology to our advantage while remaining cognizant and responsive of the risks and challenges these trends bring.