

Redland City Council

Community Engagement Framework

May 2025



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Acknowledgement of Traditional Owners

We acknowledge the Traditional Owners of the lands and seas where we live and work. We pay our respects to Elders, past, present and future.

The Quandamooka People and Yugambeh People have been Traditional Owners of much of the area we now call Redlands Coast for more than 21,000 years. Redland City Council is committed to working with Traditional Owners to promote Aboriginal and Torres Strait Islander cultures in our community.

This commitment applies not only to the Quandamooka and Yugambeh People, but all Aboriginal and Torres Strait Islander Peoples who now call Redlands Coast home.



Disclaimer

Information contained in this document is based on available information at the time of writing. All figures and diagrams are indicative only and should be referred to as such.

While Redland City Council (Council) has exercised reasonable care in preparing this document, it does not warrant or represent that it is accurate or complete. Council or its officers accept no responsibility for any loss occasioned to any person acting or refraining from acting in reliance upon any material contained in this document.



Message from **Mayor Jos Mitchell**

Redland City Council's Community Engagement Framework has been shaped by our community and is underpinned by a series of key principles that reflect our city's core values, ensuring every resident is socially included and meaningfully engaged, no matter where in the city they live.

Effective community engagement is vital for Council to properly represent and serve our residents. It's good for residents, good for Council and good for democracy. It increases the information flow between the public and the organisation and ensures Council is making well-informed decisions to benefit our city, as we continue to grow.

As part of Council's Corporate Plan adopted in 2020, *Our Future Redlands - A Corporate Plan to 2026 and Beyond*, Council committed to strengthening our community engagement practice to enable meaningful engagement with diverse participation, that supports better decision making.

The new framework references both the International Association of Public Participation's (IAP2) Community Engagement Spectrum and Community Engagement Model, and provides context to both when Council will lead community engagement and what level of engagement should be delivered.

We encourage you to participate in community engagement activities conducted by Council to have your say on things that matter to you.

Kind regards,

Cr Jos Mitchell
Mayor of Redland City



Message from **Chief Executive Officer Louise Rusan**

Effective and meaningful community engagement is a cornerstone of good government, which is why Redland City Council has implemented a new framework to shape the way we consult on key projects, programs and initiatives.

The engagement framework will become Council's overarching engagement document, helping to inform Council officers and the community on the purpose, practice and use of engagement by Council.

The principles identified in the framework will be used when Council conducts a range of engagement activities, such as notifying stakeholders of a local project or asking the community for input on Council initiatives and programs.

As well as the community's feedback, Council has incorporated the International Association for Public Participation (IAP2) best-practice models. These modes are widely used by public and private sector organisations across Australia and worldwide.

Implementing the organisation's community engagement framework contributes to this vision and Council's commitment in the Corporate Plan, *Our Future Redlands*, to undertake meaningful community engagement that encourages diverse participation in local decision-making.

Kind regards,

Louise Rusan
Chief Executive Officer
Redland City Council

About this document

Redland City Council's Community Engagement Framework provides a practical structure for Council to plan and deliver community engagement activities. It also provides the community with insights into how Council considers community engagement.

The framework is set in the context in which Council operates, draws on best practice models to define engagement practice and clearly documents Council's commitment to engagement. Further, it establishes a set of principles for engagement that were defined through consultation with our community. It sets out an approach to when Council will engage, and the process Council will follow to plan and deliver engagement. Finally, behaviours that are essential to meaningful engagement are identified.

Our Community Engagement Framework

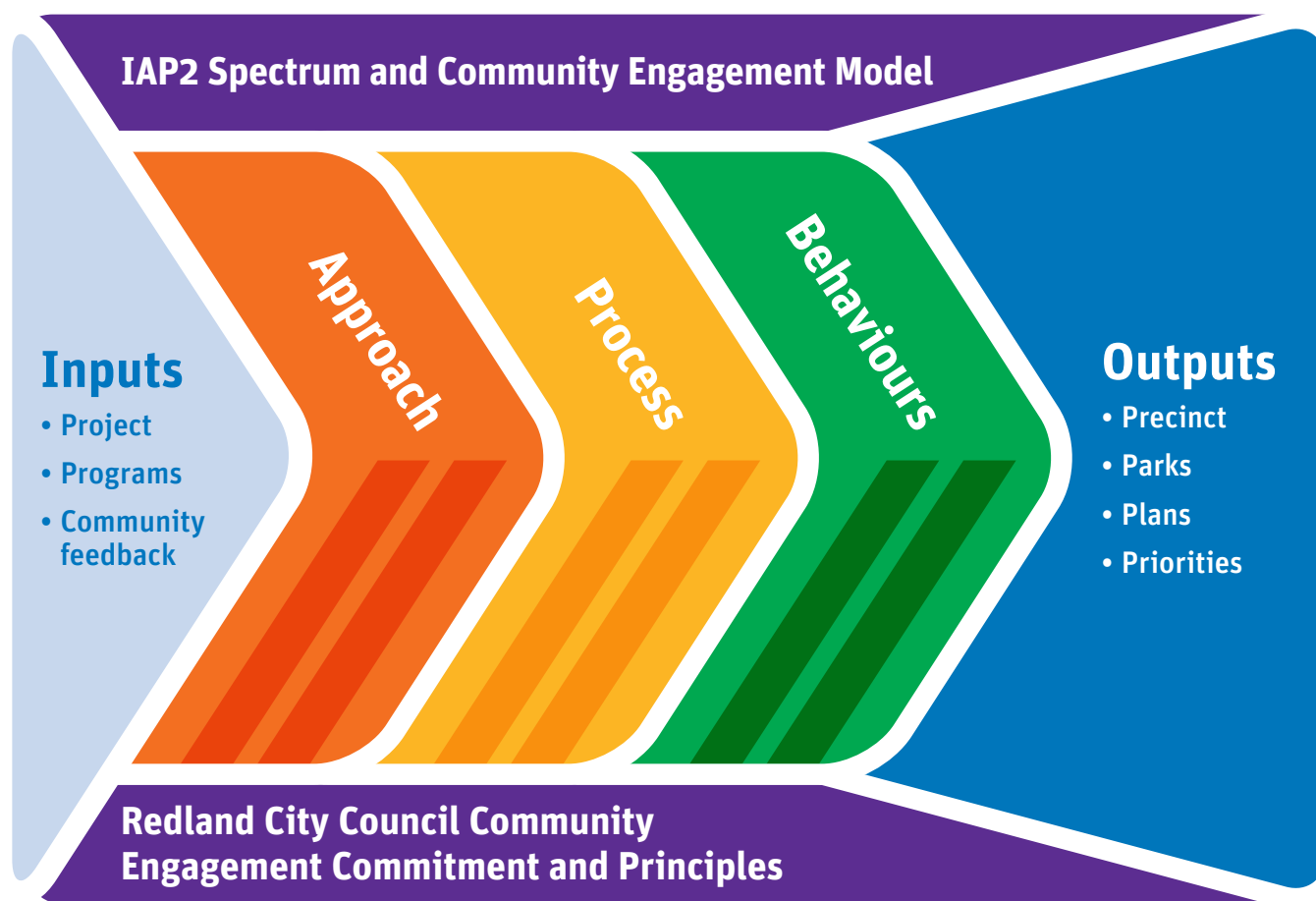
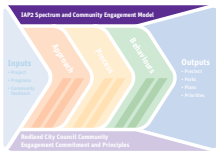


Figure 1: Our Community Engagement Framework



What is community engagement?

Democratic citizens recognise that they not only have rights, they also have responsibilities. Democracies need more than an occasional vote from their citizens to remain healthy. They need the steady attention, time and commitment of citizens who, in turn, look to the government to represent their needs and interests.

At its core, community engagement enables changes in behaviour, environments, policies, programs and practices within communities.

Effective engagement requires a two-way flow of information between Council and its community. It requires Council to proactively seek information and feedback to guide its activities and decisions. It also requires people to participate and stay informed about Council activities. This is an on-going, repeated process.

It is important that residents are provided with opportunities to participate in engagement activities as they have a collective responsibility for helping to shape what happens in a well governed city.

International Association of Public Participation definition

A global leader in public engagement, the International Association of Public Participation (IAP2) defines community engagement as:

... an intentional process with the specific purpose of working to shape the decisions or actions of members of the community, stakeholders or organisation in relation to a problem, opportunity or outcome.

- It is purposeful and goal driven.
- It is trust and relationship focused.
- It is values based and people centred.
- It is inclusive and equity centred.
- It is impactful and outcome oriented.”

IAP2 describes these processes as a spectrum of activities ranging from inform, through consult, involve and collaborate to empower. IAP2 emphasises that when you progress from inform to consult and ultimately to empower, there is an increasing expectation from your stakeholders and community that their input will inform the final decision.

Figure 2: IAP2 Spectrum

INCREASING IMPACT ON THE DECISION					
	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities 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 aspirations, 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 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.

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Council recognises engagement is not just a linear decision-making process where participation or feedback is sought from residents. The relationship between Council, other levels of government and Redland City residents is more complex.

Community will often advocate to Council for change or to articulate emerging needs. Council in turn needs to advocate to the Queensland Government and Australian Government on its community's behalf.

Council needs strong relationships with stakeholders and residents to successfully implement its decisions. This may require Council to partner or collaborate with these individuals to achieve change.

This is reflected in the IAP2 Community Engagement Model, which recognises engagement occurs more broadly and that communities initiate change and drive the implementation of change. IAP2's Community Engagement Model helps to contextualise the engagement activities.

Council's community and stakeholder engagement activities generally gather information that decision-makers use to inform their decisions. Consequently, engagement rarely seeks consensus or a decision from the community and other stakeholders.

These activities involve citizens on issues and initiatives that affect them. They also provide organisations, such as Redland City Council, opportunities to build relationships and trust with their community, government bodies and other stakeholders, including businesses and the not-for-profit sector.

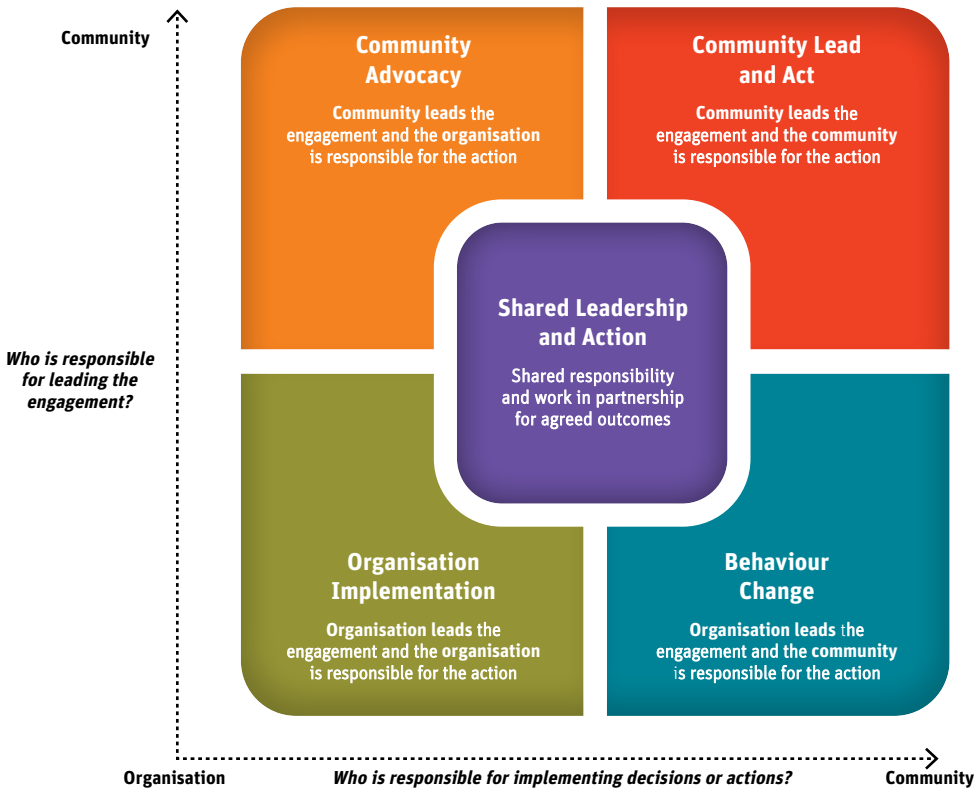
In and of themselves, these activities are not 'a vote' for or against a decision. Local governments must consider a range of factors in their decisions, including environmental issues, budget and relevant Australian and Queensland legislation.

Councils may, on occasion, undertake highly deliberative activities such as 'citizen juries' or co-design processes. These activities rate toward the 'empower' end of the IAP2 spectrum and require substantial resources. These deliberative activities are generally directed toward complex matters where there is no clear way forward, and strong community participation is required in any solution.

Engagement provides insights to inform decision makers, it does not seek consensus from the community or stakeholders.

Figure 3: Community Engagement Model (IAP2)

Community Engagement Model



Community Engagement Model in action at Redland City Council

Figure 4: Community Engagement Model in action at Redland City Council

Community Advocacy

Council has established methods for the community to advocate and influence Council. Common methods include petitions, participating in public participation sessions at Council General Meetings, writing to Council or Councillors to seek to meet with Council officers, and joining active community groups that seek to engage the community and influence Council.

Case study – Community online petitions (p14)

Community Lead and Act

There are many complex problems where Council is not the best party to lead or take action to achieve a positive outcome. Council may support community groups that are dedicated to solving issues at a community level.

Council administers a wide range of grant programs to enable community-led activity.

Case study – Civic Support Fund (p16)

Shared Leadership and Action

Council is committed to working with a wide range of community groups, local industry and businesses to advocate for action at Queensland Government and Australian Government levels and solve complex local problems.

Case study – Tropical Cyclone Alfred Tourism Recovery (p17)

Organisation Implementation

The majority of Council's community engagement practice is focussed in this quadrant of the Community Engagement Model.

Council applies the IAP2 Spectrum to plan and deliver community engagement that ranges from regular newsletters and media stories focused on informing the community through to highly deliberative community panels.

Case study – Birkdale Community Precinct (p14)

Case study – Canal and lake estates (p16)

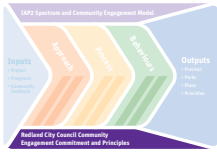
Case study – Dunwich regulated parking engagement (p15)

Behaviour Change

Council has a number of portfolios that aim to change community behaviour.

Council applies a mix of community engagement methods, education and communication to encourage the community to adopt target behaviours.

Case study – Waste Reduction and Recycling Plan 2021 – 2030 Engagement (p15)



Council's commitment to engagement

In undertaking community engagement, Council must meet legislative requirements. Council has also made enhanced and meaningful community engagement a commitment through its Corporate Plan.

Local government responsibility to engagement

Australian local governments exist under the legislation of each state. The *Constitution of Queensland 2001* defines a local government as “an elected body that is charged with the good rule and local government of a part of Queensland allocated to the body”.

Council's powers and responsibilities are delegated through the *Queensland Local Government Act 2009*. This Act requires councils to be accountable, effective, efficient and sustainable.

The local government principles described in this Act are:

- a. transparent and effective processes, and decision-making in the public interest,
- b. sustainable development and management of assets and infrastructure, and delivery of effective services,
- c. democratic representation, social inclusion and meaningful community engagement,
- d. good governance of, and by, local government, and
- e. ethical and legal behaviour of Councillors, local government employees and Councillor advisors.

Planned and executed engagement activities demonstrate Council's commitment to transparent decisions in the public interest.

Our Future Redlands – A Corporate Plan to 2026 and Beyond

Enhancing Council's community engagement is a key initiative in its *Our Future Redlands – A Corporate Plan to 2026 and Beyond: 1.2 Undertake meaningful community engagement to encourage diverse participation in local decision-making*.

This approach supports Council in providing services that deliver the community's shared vision and collective aspirations – *Naturally wonderful lifestyle. Connected community. Embracing opportunities*.

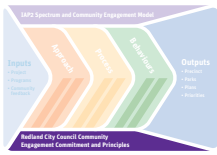
Council is committed to meeting these expectations by delivering meaningful engagement that:

- is done in good faith,
- is underpinned by values defined by the International Association of Public Participation (IAP2),
- is decision oriented and driven by clear goals,
- clearly articulates the purpose and goals of the engagement and sets clear stakeholder expectations on how their input is used in making a decision,
- ensures information and communication is timely and accurate,
- involves community and other stakeholders affected by a decision,
- helps build long-term relationships and develop meaningful solutions to complex issues,
- recognises the needs and aspirations of all participants,
- acknowledges community diversity,
- uses tools to ensure that communities who are demographically represented are socially included and meaningfully engaged in decisions that affect them,
- measures the effectiveness of community engagement activities, and
- reports on community engagement activities.

Our commitment to reaching diverse audiences

Effective community engagement captures diverse audiences, to ensure Council decision makers understand the full breadth of community interests, not just powerful or coordinated groups within the community. Council engagement commits to structure engagement to seek participation from:

- people of all ages,
- geographically diverse audiences,
- people living with disadvantage,
- people with disability, and
- First Nations communities.



Principles for engagement

The principles for engaging with the Redland City community have been identified through engaging with the community.

PRINCIPLE 1

Solutions-focussed

Solutions-focussed community engagement listens to community concerns and ideas, identifies strengths and resources, and leads to tangible outcomes.

PRINCIPLE 2

Builds community capacity

By participating in engagement, residents and stakeholders will have the opportunity to acquire knowledge and skills to participate in meaningful discussions and the capacity to take ownership of emergent solutions.

PRINCIPLE 3

Reaches diverse voices and views

Council should actively engage residents from different backgrounds and interests, including First Nations people, young people, older people and people from culturally diverse backgrounds. Redland City is also geographically diverse. The city is composed of islands and mainland communities with urban, coastal and rural areas. Good engagement should also capture this diversity as it is important to collect a diversity of views.

PRINCIPLE 4

Clear communication

Good communication anticipates what people need to know and understand. It means consistently providing updates, seeking feedback and ensuring transparency in all interactions. This approach helps build trust, prevent misunderstandings and create a culture of openness where everyone feels informed and engaged.

Good communication includes liaising with other areas of Council that might provide insight or be impacted by an activity or a decision.

PRINCIPLE 5

Mutual respect

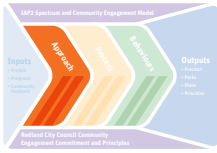
Mutual respect occurs when all parties treat each other with dignity and recognise each others' value. It involves seeking unique contributions, acknowledging and understanding differences, and celebrating diversity but also capitalising on common ground.

PRINCIPLE 6

Close the loop

Closing the loop on engagement activities is crucial for maintaining trust, ensuring accountability and driving continuous improvement.

When organisations or teams engage with community or stakeholders – whether through feedback, surveys or collaborative activities – closing the loop means acknowledging input, how feedback has informed decisions, and communicating the outcomes back to those involved.



Approach to engagement

Meaningful community engagement requires dedicated resources so Council must consider when they will undertake community engagement. It is not always possible or appropriate for Council to undertake community engagement. When Council engages with the community will vary depending on the nature of the activity and the impact on the community.

When Council will engage:

- **Regulatory or mandatory matters.**

Examples:

- Local law amendments
- Planning scheme amendments
- Corporate Plan

When Council may engage:

- Revisions to long-term and strategic plans
- New major projects, plans or initiatives
- Complex or difficult matters
- Where there are many possible ways Council could manage a project, program or initiative.

Examples:

- Community Safety Action Plan
- Community Engagement Framework
- Birkdale Community Precinct

When Council won't engage:

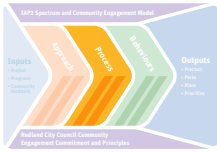
- Where there is no scope for community to influence the outcome
- Public safety and health are at risk
- Urgent decisions
- Strictly confidential or commercial matters
- Matters related to other levels of government
- Critical infrastructure upgrades.

Examples:

- Southern Thornlands Priority Development Area – Other level of government
- Disaster response – Public safety at risk, urgent decisions
- Wellington Point land slip project – no scope to influence outcome due to engineering requirements

How engagement influences Council

It is important to recognise that engagement processes are not a popular vote. Our engagement approach seeks to provide decision makers insights from the community that are considered on merit, and with consideration to all other relevant information to guide the decision.



Our engagement process

Redland City Council ensures community engagement is tailored to the unique features of projects, programs and initiatives by following these steps:

ANALYSE

The first step in planning community engagement is to analyse the project, scenario and conditions. Conditions can include legislative requirements, audience/ stakeholders, project area, budget and timeframe.

PLAN

Key consideration for the engagement plan will include project phases, engagement scheduling, engagement scope, purpose and objectives, level of engagement, stakeholder mapping, meeting legislative requirements, roles and responsibilities, and organisational commitment.

ENGAGE

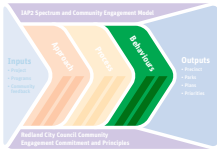
Confirm stakeholder mapping, identify live issues and monitoring, engagement strategy and approach selection, engagement methods – tools and activities, key messages and an overarching communication strategy to be developed and implemented in this phase.

REPORT

Throughout the engagement, reporting needs to be regular, accurate and consistent. Key things to consider include data collection and data analysis to determine internal and external reporting. Critical to this process is the key messaging and communication that needs to be consistent with the project phases and timeline.

SHARE THE OUTCOME

To ensure successful community engagement, regular project updates need to be provided throughout the engagement process. In addition, key outputs of the project need to be shared at the end of the project, including the project learnings. This will ensure community acceptance and trust of Council for current and subsequent projects.



Behaviour to support engagement

Community engagement is often undertaken to explore complex matters that can evoke strong feelings in the community. Meaningful community engagement can only occur when Council's team and all members of the community feel they can participate respectfully and safely.

It is important that we work together to ensure the diverse voices in our community have a chance to be heard and considered on matters that affect them.

Behaviours that support meaningful engagement



- ✓ **Listening, including to Councillors, officers, experts or other members of the community**
- ✓ **Treating everyone respectfully, including those with different perspectives**
- ✓ **Sharing your thoughts and preferences**
- ✓ **Being solutions focussed**
- ✓ **Acknowledging and accepting constraints**
- ✓ **Being concise**
- ✓ **Allowing all participants an opportunity to participate**

Redland City Council is committed to creating meaningful engagement opportunities and will address behaviours that can have a negative impact in any engagement forum, to provide the greatest opportunity for constructive engagement.

We may or may not reach a consensus through engagement but Council is committed to creating a safe environment to hear our community's preferences and concerns to inform decision-making.

The types of behaviours that will be addressed will include:

- ✗ **Dominating engagement by monopolising experts and Council resources**
- ✗ **Making claims with no evidence or evidence that can't be substantiated**
- ✗ **Personally attacking individuals, including Councillors, officers or other members of the community**
- ✗ **Continuing with issues that have been addressed or dealt with**
- ✗ **Being obstructive or deliberately unhelpful**
- ✗ **Anger, aggression, rudeness, harassment or threatening violence**

Case studies

Community online petitions

Redland City Council is committed to supporting and engaging with the Redlands City community and ensuring the community has access and opportunity to bring matters before Council.

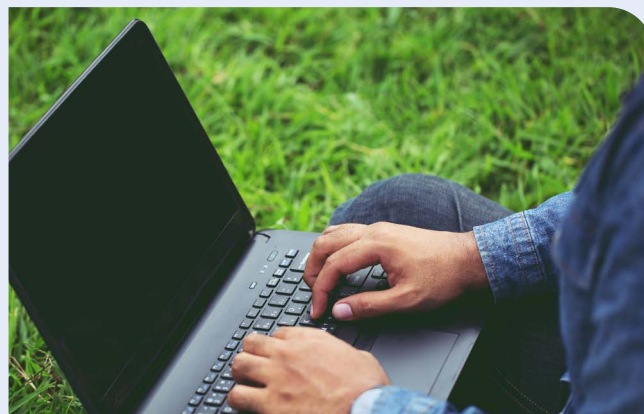
Online digital petitions provide a contemporary method to raise and circulate petitions.

Online petitions are a way to involve the community in raising local concerns and aspirations for the attention of Council.

To provide this engagement opportunity, Council's online Your Say engagement platform has been enabled to allow the community to raise online petitions on matters for Council's consideration.

The petition project has had more than 3,000 visitors and 452 petitioners on multiple issues, ranging from community boardwalks, dog parks, bus and outdoor shelters to budget transparency and cost recovery.

Council responds to the principal petitioner under established standing orders and provides advice on the



outcome of the petition.

For example, petitioners sought for a speed hump to be considered on a local Capalaba road. Council investigated petitioners' concerns and have advised additional warning and regulatory signage is being installed.

While not all petitioners' requests can be accommodated, due to operational or other reasons, the process allows for these community interests to be brought to the prompt attention of decision makers, and for a response to be provided.

Birkdale Community Precinct

Community engagement is a crucial aspect of all major public infrastructure planning.

In the case of the 62-hectare Birkdale Community Precinct, community involvement and consultation were essential for developing a shared vision for the site and informing the *Draft Birkdale Community Precinct Master Plan*.

Over a five-week period in 2021, the community was invited to share their ideas on how they would like the site to be used under the theme *Imagine: A Place for Connection and Community*.

The community consultation and engagement efforts were conducted at multiple levels, aimed at informing, involving, and collaborating with residents on ideas, visions, and plans for the precinct.

Employing multiple online platforms, social media, community workshops, open day, and multi-location pop-up engagement hubs, the consultation reached thousands of community members, including 20,500 visits alone to the project's Your Say website.



The participation from several thousand individuals, including more than 2,800 survey responses, played a significant role in shaping the site's master plan, which was adopted on 28 April, 2022.

This project is one of the most significant in the city's history. The unprecedented response to the community engagement campaign not only helped shape the Birkdale Community Precinct Vision but also highlighted the community's strong connection to the area.

It also demonstrated shared community involvement and collaboration in the future of this major community asset.

Dunwich Regulated Parking Engagement

Parking has been a long-standing and challenging issue for the township of Dunwich on North Stradbroke Island (Minjerribah).

The island attracts many visitors and holidaymakers. However, this popularity has led to congestion, with non-resident vehicles often parked for weeks or months around ferry terminals, on Indigenous and public lands, and even within the historic Dunwich Cemetery grounds.

To address these challenges, Redland City Council conducted a comprehensive consult and involve engagement (as per IAP2 standards) with the community and various stakeholder groups.

The aim was to identify key issues and recommend solutions for better community outcomes.

The one-month consultation included an online survey, two meet the planner drop-in sessions, stakeholder meetings

and consultations with the Minjerribah Moorgumpin Elders-in-Council Aboriginal Corporation (MMEIC) and the Quandamooka Yoolooburrabee Aboriginal Corporation (QYAC).

The community and stakeholders were asked for their opinions on new timed parking measures intended to improve local access, reduce long-term informal parking, enhance foreshore amenities and protect cultural heritage sites.

Additionally, local law amendments regarding cemetery parking were part of the consultation.

The engagement process revealed local community support for introducing timed parking, protecting cultural heritage and adjusting proposed cemetery parking regulations.

Based on the feedback received, new regulated parking measures for the township and ferry terminal were implemented in July 2024 and made a substantial difference to local community amenity.



Waste Reduction and Recycling Plan 2021–2030 Engagement

The *Redlands City* community consistently ranks the city's waste management as the highest-rated service provided by Council.

This is not by chance.

Redland City Council's waste management team has engaged with the community for many years. This engagement has included regularly informing residents about new waste initiatives and services, while encouraging collaboration to minimise waste.

A significant engagement initiative in 2021 involved the entire community in drafting the objectives, preferences and strategies for the waste reduction and recycling plan.

The large-scale engagement took place from 27 April to 28 May, 2021. Multiple communication channels were used to promote a consultation webpage, a waste survey and direct discussions with stakeholders.

Public consultation sessions were held at popular locations such as the IndigiScapes Market, Cleveland Markets, the city's major ferry terminals and Raby Bay Harbour.

With more than 2,000 visitors to the website and 600 completed surveys, Council's engagement confirmed the community's generally strong support for waste minimisation and the adoption of sustainable practices.



Informed by the consultation with residents and feedback, Council adopted a new Waste Reduction and Recycling Plan on 16 March 2022 to put *Redlands City* on the path to becoming a zero-waste society by 2050.

A shift in community behaviours is required to meet our waste challenge. Council's waste team continues to run behaviour change and education campaigns each year, such as the Better Bin Bundle campaign that encourages the community to select the right bin set to suit their household needs, and the Recyclemates campaign that asks residents to recycle right and 'lift the yellow lid' for recyclables. Additional campaigns encourage residents to 'lift the green lid' for green waste (get a green bin where required), compost food waste at home and place only residuals in the red lid bin.

Case studies continued

Civic Support Fund

Effective community engagement is not always reflected in formal conversations or stakeholder discussions under the IAP2 framework.

A case in point is the Civic Support Fund announced in the Redland City Council 2023–2024 Budget.

An example of a situation where the community leads and acts, the one-off \$500,000 fund established by Council was in direct response to feedback from grassroots community organisations.

The Civic Support Fund was designed to support vulnerable residents with cost-of-living pressures, which had been identified by leading community groups.

These same groups were also involved in designing the response to the identified need in the community. Eligible community organisations could apply for funds across three funding categories for initiatives delivered within Redlands City, both on the mainland and the islands.

These included quick response grants of up to \$5,000, minor grants of up to \$20,000, and significant grants of up to \$50,000.



A total of 23 vital grassroots community organisations successfully applied for funding support.

Organisations ranging from Wesley Mission and Anglicare to Maybanke Association Inc., Star Community Services, and the Centre Against Sexual Violence are all vital to the community development network Council has established across Redlands City.

These successful funding applications contributed to initiatives ranging from health services, grocery vouchers and food pantries, transport costs and addressing social isolation to disability support, housing and homelessness services, sexual assault counselling and school uniform costs.

Canal and lake estates

The cost of canal and lake maintenance at Raby Bay, Aquatic Paradise, and Sovereign Waters was co-funded by a special levy on residents who owned property on the canals and lakefront, and a contribution of up to 30 per cent by Redland City Council, at an expense to all ratepayers.

Following a Council decision to temporarily end the special charges levied on canal and lakefront homeowners while it developed a new strategy, Council undertook community engagement with affected property owners and ratepayers to help determine a fair and equitable model for the management and future funding of this maintenance.

A citizens' advisory panel was established with 40 Redland ratepayers representing a cross-section of the community. Citywide media and social media advertising, newsletters to canal estates, open house meetings, community pop-up events, consultation with and presentations from ratepayer associations, market research, and community surveys were also part of the engagement.

In addition to the advisory panel recommendations, wider

community consultation resulted in 170 completed surveys, more than 1,000 people visiting the project's Your Say pages, and 1,500 attending pop-up events across the community.

Following the completion of community engagement in February 2018, community input was collated and analysed by Council officers, who used it to recommend a model for future canal and lake maintenance work and funding to Council, with final agreement between Council and canal and lake estate residents on a new basis for future works.

New rating categories were introduced for canal and lake estate properties to fund future revetment wall repairs. Council also agreed to contribute 10 per cent of the cost of revetment wall work at Raby Bay and to pay for all dredging at the city's canal and lake estates.



Tropical Cyclone Alfred Tourism Recovery

Tropical Cyclone Alfred had a significant impact across Redlands Coast. As Council's teams worked to get our city back to normal, it became clear that our Tourism industry has experienced significant economic impacts.

At a critical time in the visitor cycle, wide-scale news coverage was reporting impacts to our Islands and ferry services, leading to booking cancellations and resulting in significant lost income prior to the seasonal slow period.

Council established a recovery sub-committee for Tourism, to enable Council to engage directly with tourism operators on issues specific to the industry. Council was well informed on local impacts so we could advocate on for our industry to Regional and State Tourism Organisations (Brisbane Economic Development Agency and Tourism

and Events Queensland). Council was able to encourage industry to participate in surveys that helped the region and state gain an understanding of the economic impact for our city.

Council prioritised actions that would support the Tourism industry to be able operate. Council was able to secure tourism industry recovery funding to plan and deliver a campaign to draw visitors back to the region. Council then engaged with operators on preferred messaging and tactics for the campaign.

By working and acting together the Redlands Coast Tourism industry was ready and open to welcome visitors for Easter 2025.

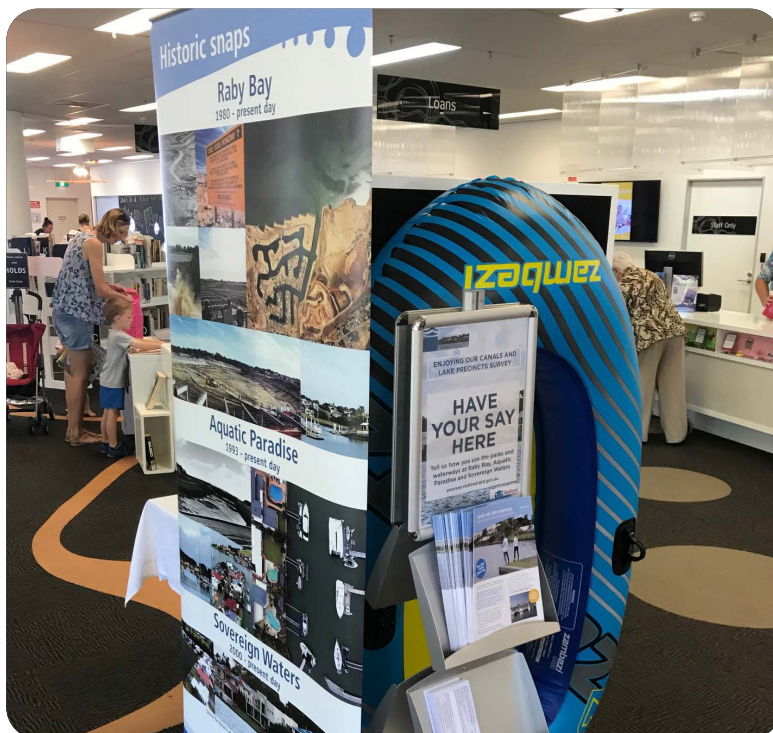


Engaging the community

Council is committed to continuing to engage our community, recognising the constraints and opportunities that are inherent to managing a growing, evolving, contemporary city.

Council invites all members of the community to have their say to help shape our future.

Connect with us at yoursay.redland.qld.gov.au



Document Information

Approvals

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Approved by:

Date of Approval:

Effective Date:

Review Date:

Version: 1

Control

Only Council can approve amendments to this document by resolution of a Council Meeting, with the exception of administrative amendments which can be approved by the relevant ELT member. Refer to *Policy Instrument Development Manual* for an explanation on administrative amendments (A4063988).

Any requests to change the content of this document must be forwarded to relevant Service Manager(s).

Approved documents must be submitted to the Corporate Meetings and Registers Team for registration.

Versions

Version number	Date	Key Changes
	May 2025	New Framework

