

**VILLAGE
SUMMIT 2021**
PEOPLE - PASSION - PROFESSIONALISM

ACROSS AUSTRALIA IN
NOV/DEC 2021
PERTH | ADELAIDE | MELBOURNE | SYDNEY | BRISBANE



Let's connect!



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Becky Hirst - The Community
Engagement Specialist



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@communityga

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Who is Becky Hirst?

Mum, partner, daughter, sister, auntie, friend, bird spotter, op shopper, mocktail drinker, amateur psychologist, community leader, consultant, entrepreneur, author, public speaker...



And why is
this all
even
relevant?!

The background image shows an aerial view of a large, sprawling urban area, likely a developing city in Africa. The landscape is filled with numerous small houses, mostly with red roofs, packed closely together. There are several roads and some larger infrastructure like a bridge or industrial buildings visible. The terrain appears dry and reddish-brown in some areas.

Why is this
relevant to us?

We are running mini cities!

DEFINITIONS OF COMMUNITY

COMMUNITIES OF PLACE

Communities of people brought together by geographic boundaries.

COMMUNITIES OF INTEREST

Communities of people who share the same interest or passion

COMMUNITIES OF CIRCUMSTANCE

People brought together by external events/situations.

COMMUNITIES OF ACTION

Communities of people trying to bring about change.

...

What actually is community engagement?

Let's clarify



CNV40

14



CNV40

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CANVA STORIES

Community
engagement is
the process of
involving people
in decisions
that affect
them.



Why is it important to involve people?

To make good considered decisions – taking on board a range of perspectives



Why is it important to involve people?

To bring everyone along on a journey



Why is it important to involve people?

To create a sense of pride, ownership & belonging



Trancendence
helping others to self-actualise

Self-actualisation
personal growth, self-fulfillment, etc.

Aesthetic needs
beauty, balance, form, etc.

Cognitive needs
knowledge, meaning, self-awareness, etc.

Esteem needs
achievement, status, responsibility, reputation, etc.

Belongingness and love needs
family, affection, relationships, work group, etc.

Safety needs
protection, security, order, law, limits, stability, etc.

Biological and physiological needs
basic life needs - air, food, drink, shelter, warmth, sex, sleep, etc.

**ESTEEM &
BELONGING
NEEDS**

Image 7 - Maslow's Extended Hierarchy of Needs further inspired by understanding of people and community, triggering my interest in a sense of belonging being a basic human need. McLeod, S. 2020.

Why is it important
to involve people?

To stay
off the
front page



Why is it important to involve people?

Because you'd want to be involved, right?





6 Steps towards Brilliant Community Engagement

#1

Be proactive & make an ongoing commitment

Have a plan - look to the future

What decisions are imminent?

What decisions would benefit from wider involvement?

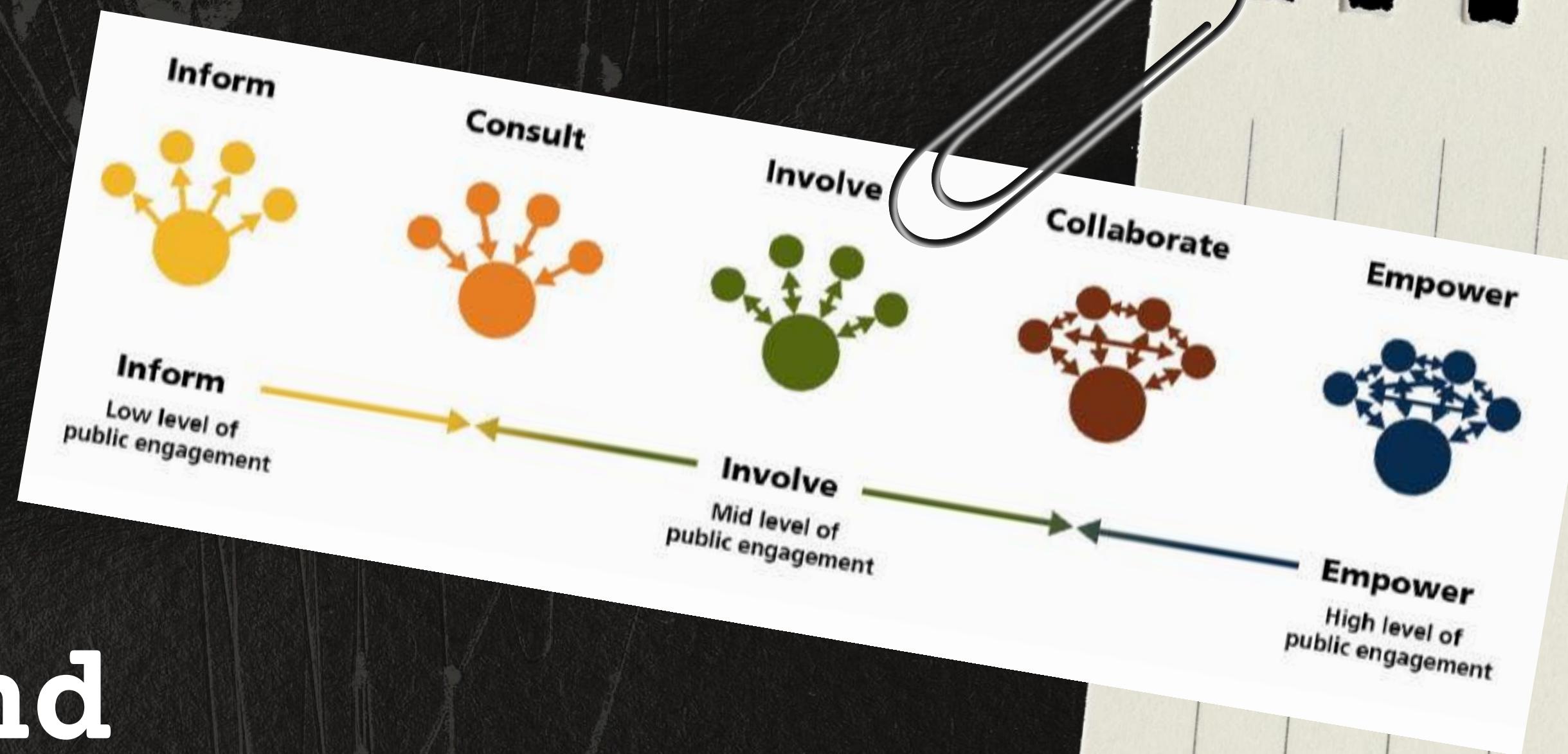
Know why and when you are engaging



#2

Understand levels of influence

IAP2 Spectrum of Public Participation



#3

Be genuine

People smell a rat a mile off - especially as distrust is at an all time low

CNVFILLM

We are not
'idiots. This is a
"done deal.' Scrap
it & start again.

! 0916

#4

Facilitate
the telling
of stories
for rich
conversations



#nomoreboringsurveys



World Cafes

SpeakOuts



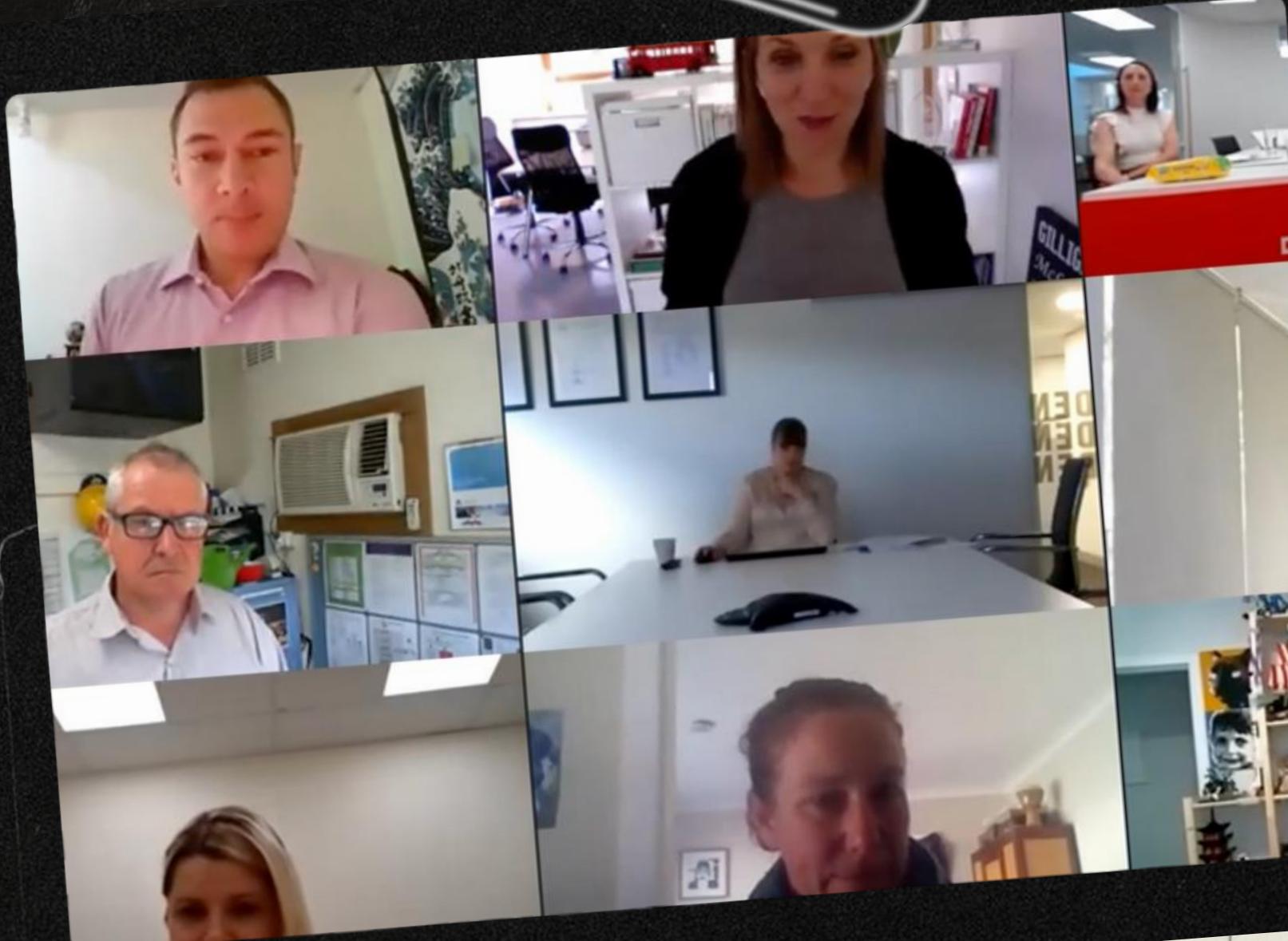
A photograph showing the back of a person with brown hair, wearing a plaid shirt, standing in what appears to be a workshop or conference setting. They are holding a large, yellow, heart-shaped sticky note in their right hand, which is extended towards the camera. The background is blurred, showing other people and workshop equipment.

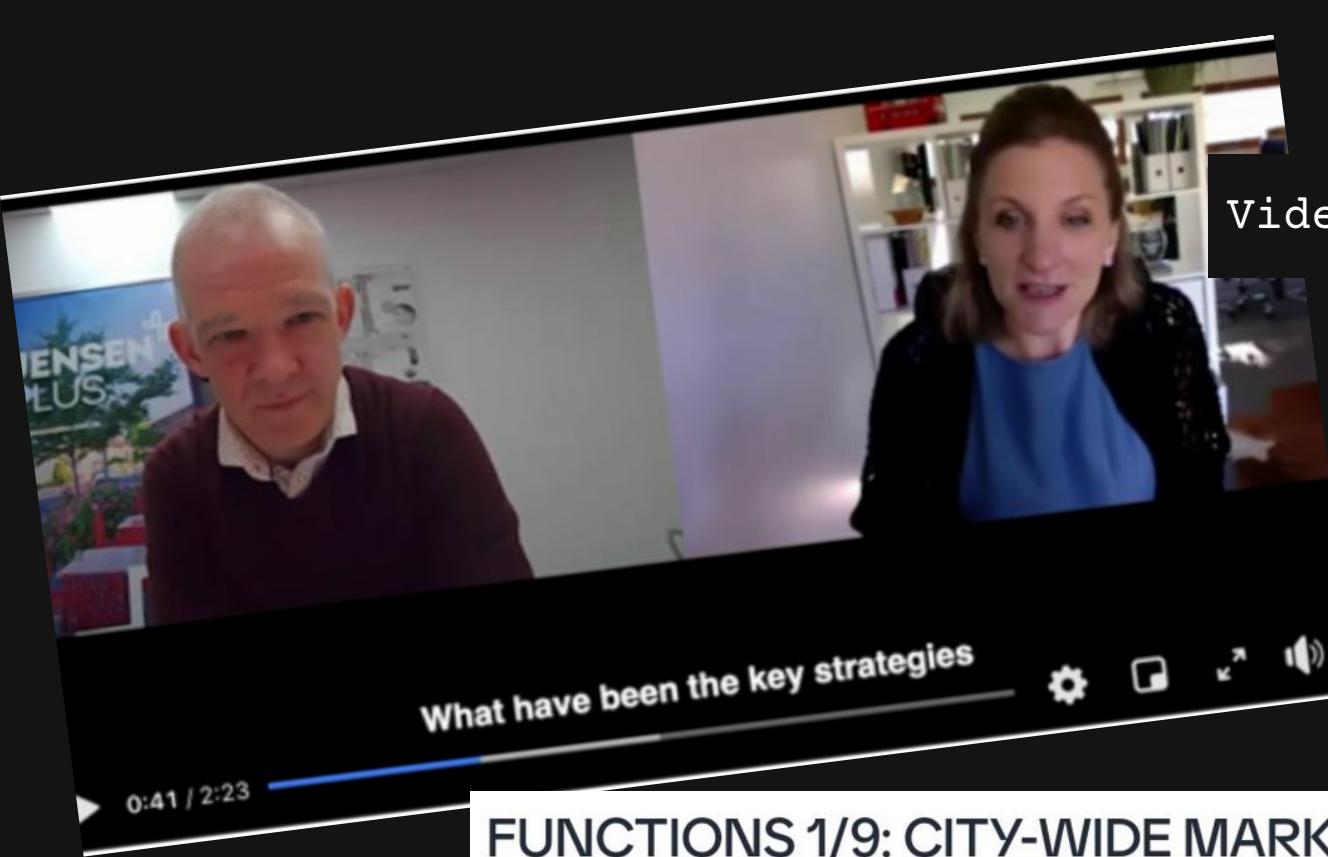
Open Space Technology

#5

Offer hybrid engagement

Not everyone wants to engage in the same way. Use a blend of tools, including face-to-face and online





Video interviews

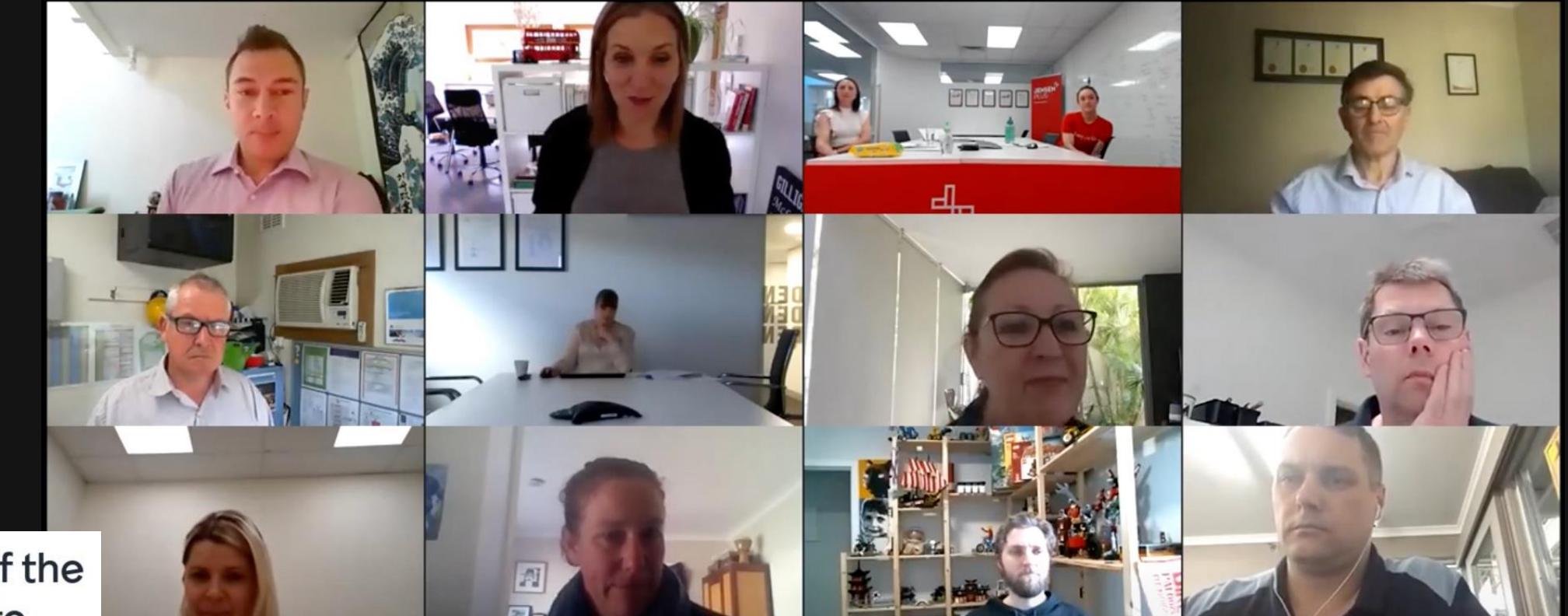
Mentimeter
interactive
polling

FUNCTIONS 1/9: CITY-WIDE MARKETING - Which of the following are most critical for the CWBM subsidiary to deliver?

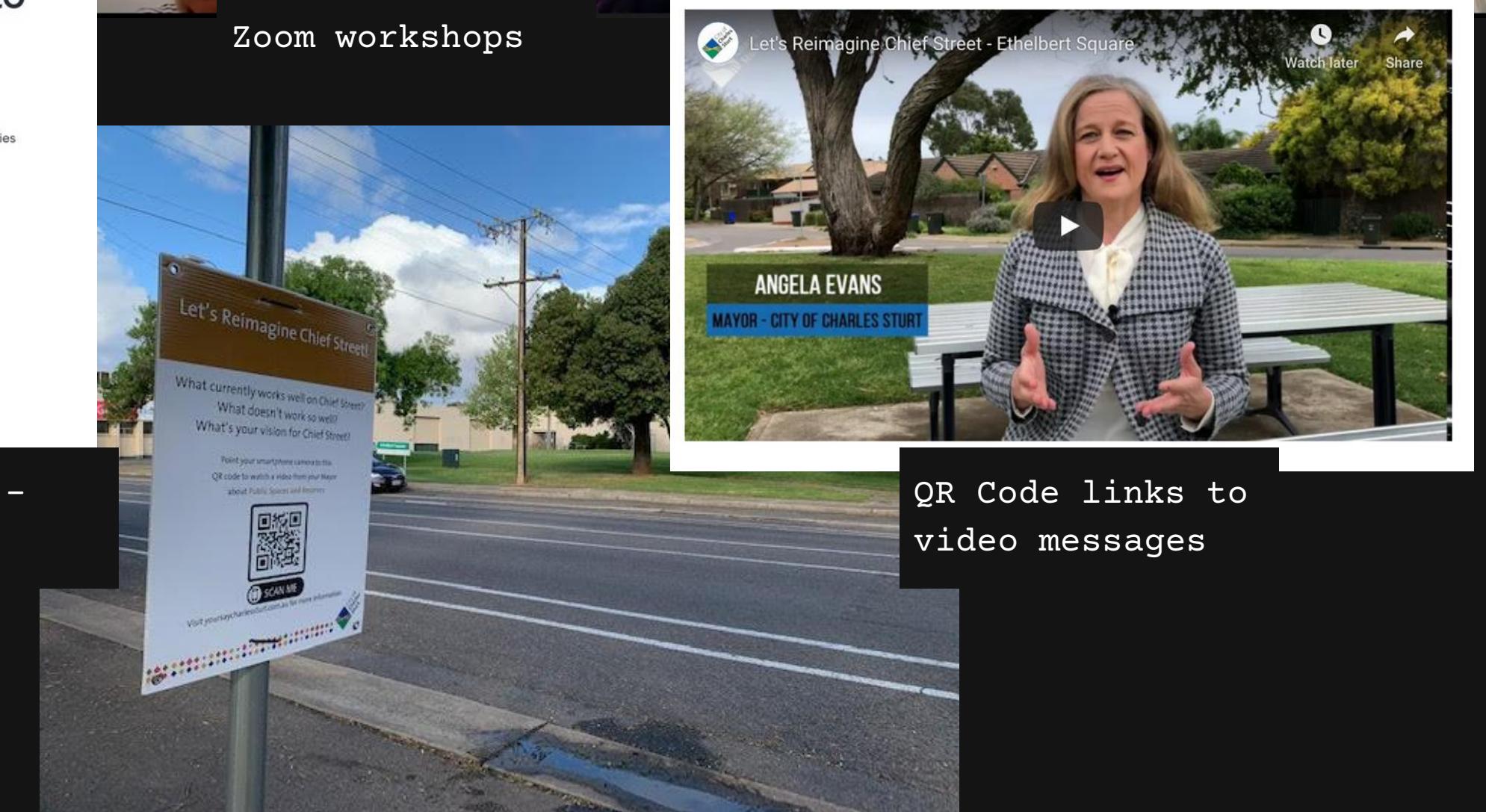


**Participation technology
for smart cities and
communities**

The Harvest Digital Planning website features a dark green header with the company logo and navigation links for HOME, ABOUT US, OUR S, and CONTACT. The main content area has a dark background with white text and a large image of a city map.



Zoom workshops



QR Code links to
video messages

#6

Stand by the Principles

- We know why we're engaging
- We know who to engage
- We know the history
- We start together
- We are genuine
- We are relevant and engaging





Thank you

for listening!

For the Love of Community Engagement is available in paperback, hardcover, e-book and audiobook via all major online bookstores

www.fortheloveofcommunityengagement.com

