



Media Release

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City finalist in Australasian community engagement awards

The Australasian peak body for the community and stakeholder engagement sector has named the City of Cockburn and not-for-profit consultation partner Perth-based Town Team Movement, a finalist in its annual core values awards.

IAP2 Australasia has named the duo finalists in the environment project award category for its community consultation to prepare the City's Climate Change Strategy (2020-2030), achieved largely online following the arrival of the COVID-19 pandemic.

The awards recognise organisations that are excelling in community and stakeholder engagement and winners will be announced at the 2021 IAP2 Australasia Conference in Brisbane in late October.

City of Cockburn Executive Corporate Affairs Victoria Green said the awards recognised outstanding projects and organisations at the forefront of community engagement.

"The arrival of an international pandemic on our shores could have been a significant setback for successful community consultation for the City's 10-year Climate Change Strategy in March 2020, but it became an opportunity to demonstrate our adaptability," Mrs Green said.

"The project website had more than 2,000 visits and the team was able to reach more than 10,000 people with information about the consultation project.

"Because of COVID-19, our consultation process took place online, including workshops, listening posts, online surveys, question and answer boards and always had staff subject matter experts on hand to answer questions and provide context.

"We drew on established networks, such as the Children's Reference Group and Youth Advisory Collective, plus targeted social media messaging to spread awareness to more than 2,000 young people. Around 40 per cent of our workshop participants were people under 25.

"Climate change impacts us all, so the conversation needed to include everyone. Lockdowns made this very challenging, particularly for audiences that are hard to reach, like young people.



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“Our main priority was to deliver a strategy that reflected the vision and values of the community. We pared back the conversation to what our future should look like and what we needed to focus on to achieve that.”

Mrs Green said successful applicants in the IAP2 awards demonstrated leading practice and evidence that IAP2’s seven Core Values were clearly embedded within their organisations.

“This is something the City strives for by involving residents and ratepayers in ongoing consultation that affects their community.”

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