

## How we talk with our communities is based on how much influence they have on a project.

### Informing

**‘Informing’** is a form of communication to share information.

‘Informing’ helps socialise and publicise council work that has already been approved. Although there is no scope for project change at this point, there will often be opportunities for the community to access more information (i.e. by promoting webpages or sharing staff or project email addresses). Providing context and explaining the ‘why’ behind a project is also important for ‘informing’.

An example of informing is ‘we’re fluoridating your water’.

### Engagement

**‘Engagement’** involves listening to help shape decision making.

Subject matter experts are responsible for the delivery of engagement, guided by a communication specialist.

**Engagement is:**

- More informal (than consultation and it’s not a legal process)
- Flexible and evolving
- Built on relationships
- Based on a *listen-create-adapt* approach
- Often includes surveys
- Can also be referred to as consultation but isn’t legally required

An example of engagement is ‘what would you like your local park to look like?’

### Formal consultation

**‘Formal consultation’** is a specific type of engagement that is required under legislation.

Formal consultation is what we do to test a draft proposal. Subject matter experts are responsible for the delivery of consultation, guided by a communication specialist.

**Consultation is:**

- A statutory process
- Time-bound and prescriptive
- Follows a *draft-submission-decision* approach

An example of formal consultation is a Policy amendment or review.