

# Council Policy: Stakeholder Engagement

---

## Purpose

To outline the commitment of the Western Metropolitan Regional Council to effective engagement with stakeholders. This means employing appropriate methods of engagement with internal and external stakeholders while ensuring roles and responsibilities are recognised.

## Strategic Objectives

- SCP 1 – Achieve a comprehensive cost-effective waste management service across the region
- SCP 2 – Increase the number of Councils, businesses and people using our services
- SCP 5 - Maintain a strong and capable organisation
- SCP 6 – Contribute to the development of effective policy and advocate on our member Councils' behalf

## Relevant legislation

- *Local Government Act 1995 (S1.3(2))*

---

## Policy

The Western Metropolitan Regional Council (WMRC) recognises that effective stakeholder engagement is essential to defining and achieving our strategic objectives and delivering high-quality services to our Member Councils and customers. Through proactive, inclusive, and transparent engagement, we seek to foster strong relationships and ensure our decision-making reflects the values and needs of those we serve.

The principles that guide our engagements include:

- *Transparency*: Provide clear, timely, and accessible information
- *Inclusivity*: Ensure diverse stakeholder voices are heard and respected
- *Respect*: Value different perspectives and experiences
- *Responsiveness*: Actively listen and respond to feedback
- *Integrity*: Conduct engagement activities ethically and honestly
- *Continuous Improvement*: Regularly evaluate effectiveness and improve engagement practices

## Stakeholders

Internal and external stakeholder groups relevant to delivering shared services include:

<b><i>Internal Stakeholders</i></b>	
<ul style="list-style-type: none"><li>• Elected Members – WMRC</li><li>• Member Council CEO's</li><li>• Executive team</li></ul>	<ul style="list-style-type: none"><li>• Work teams</li><li>• Contractors</li><li>• Volunteers</li></ul>
<b><i>External Stakeholders</i></b>	
<ul style="list-style-type: none"><li>• Elected Members – Member Councils</li><li>• Member Council residents</li><li>• Elected Members – customer Councils</li><li>• Executive – customer Councils</li><li>• Residents – member and customer local governments</li><li>• Government – State and Federal</li></ul>	<ul style="list-style-type: none"><li>• Professional industry associations</li><li>• Commercial customers</li><li>• Service providers</li><li>• Special interest groups</li><li>• Media</li><li>• Local schools, education institutions</li><li>• Subject matter experts</li><li>• Politicians</li><li>• Potential customers</li></ul>

The Regional Council is established by its member Councils to provide shared services to respective communities. The WMRC elected members are engaged the most, with structured arrangements to suitably involve the Chief Executive Officers of member local governments.

## Engagement Methods

A range of engagement methods aligned with the International Association for Public Participation (IAP2) spectrum will be utilised on a fit-for-purpose basis. The relevant levels and associated methods of facilitating engagement may include:

- *Inform*: Newsletters, fact sheets, e-mail broadcasts, website updates, social media, agenda papers
- *Consult*: Surveys, feedback questionnaires, structured forums
- *Involve*: Workshops, focus groups, advisory panels
- *Collaborate*: Co-design sessions, joint initiatives, partnerships
- *Empower*: Stakeholder-led projects, delegated decision-making

Methods of engagement will be scaled to the matter at hand. Complex projects that warrant an 'involve' or higher level of engagement with multiple stakeholders will be subject to a Project Plan that will set out strategies and programming of activities.

## Roles and Responsibilities

Responsibility for stakeholder engagement is shared across the organisation. Elected Members play a role in promoting engagement and considering stakeholder input during deliberations. The Chief Executive Officer oversees the implementation of engagement strategies and ensures alignment with organisational priorities. Staff members are responsible for carrying out day-to-day engagement activities in accordance with this policy.

---

## Adopted / Modified

This policy is required to be reviewed every 3 years

	Meeting Date	Resolution #	Implementation Responsibility
<b>Council Adoption</b>	3 February 2022	Item 10.7	Chief Executive Officer
<b>Council Review</b>	22 May 2025	Item 10.5	Chief Executive Officer
<b>Council Review</b>	May 2028		