



Learning Labs

TOMORROW TOGETHER:
A CAMPAIGN APPROACH TO
COMMUNITY ENGAGEMENT

22 NOVEMBER 2022

 City of
LAUNCESTON

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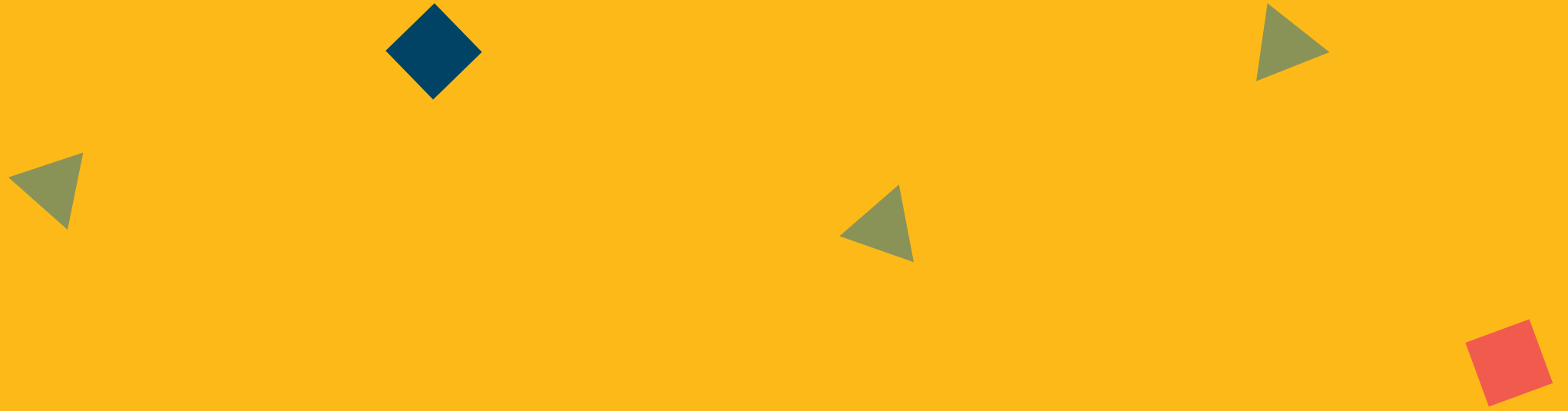
Learning Labs

Hear the latest on engagement practice – tips, tricks and best practice examples.

Discuss different ideas, methodologies and challenges.



Agenda



- 1 – The co-design process
- 2 – The campaign approach in practice
- 3 – Getting the whole organisation involved
- 4 – How the approach has evolved and next steps
- 5 – Question and answer time

Getting to know each other

Go to

www.menti.com

Enter code

1361 0078





The co-design process

Identifying the challenges and opportunities

Activities:

- Review of existing policies and tools
- Review of the engagement pipeline
- Series of workshops with officers, management team, executive team and Councillors.

Insights gathered to inform a new approach:

- Build a strategic whole-of-council approach that delivers opportunities for cultural change and a more representative voice for Launceston
- Build longer and deeper engagement opportunities across Council
- Investigate the potential for a standard engagement findings reporting model
- Promote community discussions around tougher and bigger decisions that Council must make

Designing the solution

Option 1:
Improve systems
and efficiencies

*"Integrate our
projects, tidy up our
systems and work
consistently"*

Option 2:
Place based
engagement

*"Engaging with you
where it matters –
your neighbourhood"*

Option 3:
Campaign
approach

*"We are thinking big
picture; consolidating
our systems, while still
delivering local
projects"*

Designing the solution

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Improve systems
and efficiencies

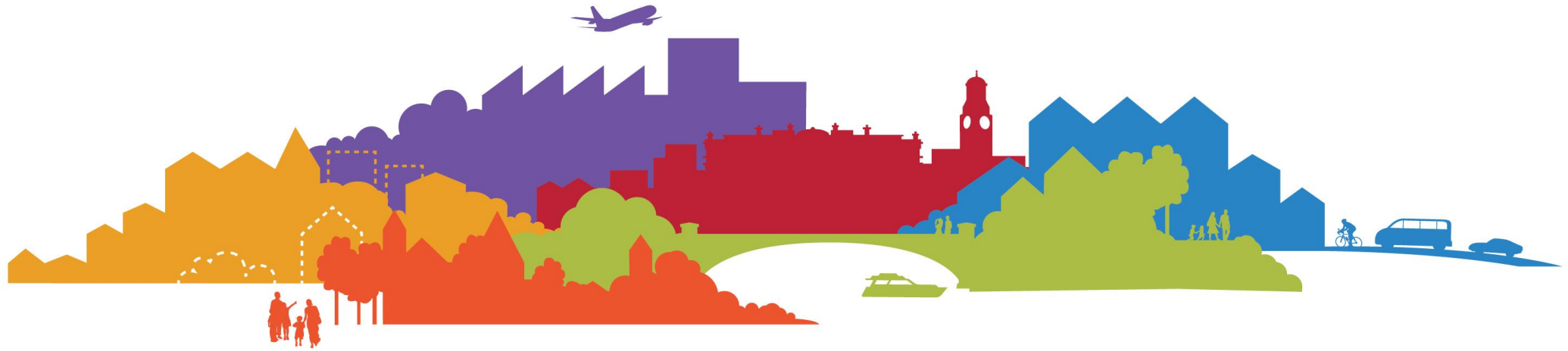
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Option 3:
**Campaign
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Tomorrow Together

An engaged Launceston community. A bright future.

The overarching themes



A resilient City



A well-designed City



A unique and prosperous City



A mobile and accessible City



A social, inclusive and fair City



A focused and sustainable Council:



The campaign in practice

Tomorrow Together overview - communications



Your Voice, Your
Launceston online
engagement platform



Foundation Document



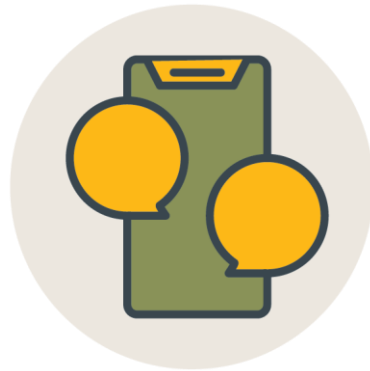
Pavement decals and
banners



Pop-ups: informal
'drop-in' events and
public spaces



Postcards



Social media posts



Community radio
advertisements



Fact sheets

Tomorrow Together overview – engagement activities

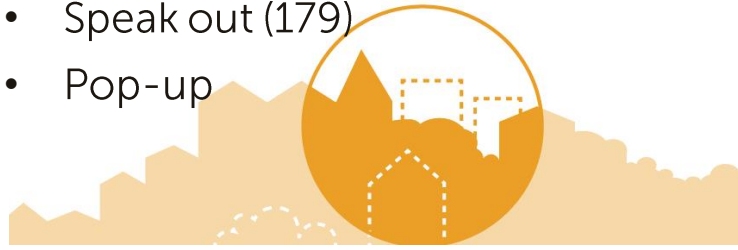
A resilient city

- Online survey (115)
- Speak out and symposium (700)
- Pop-up (50)



A well-designed City

- Online survey (219)
- Online mapping tool (308)
- Speak out (179)
- Pop-up



A unique and prosperous city

- Online survey (136)
- Evening talks (130)



A mobile and accessible city

- Online survey and mapping tool (120)
- Open Streets Event (100s)



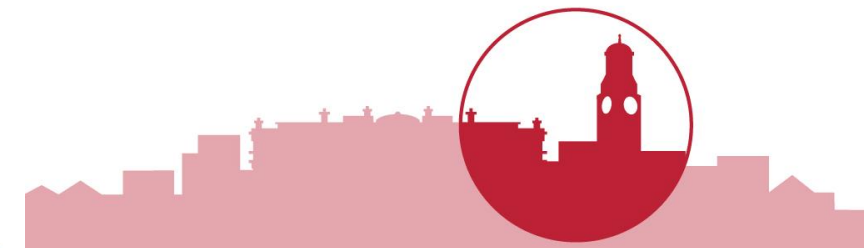
A social inclusive and fair city

- Online survey (888)
- Pop-ups



A focused and sustainable council

- Balancing Act – online budget tool



A mobile and accessible city spotlight





Getting the organisation involved

How we got everyone involved and what we learnt along the way



**Community Engagement
Champions**



Broader organisation



Councillors



tomorrow together.

An engaged Launceston community. A bright future.

How the approach has evolved and next steps

Thank you

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person a voice