

Draft Net Zero Framework for Council Operations

September 2023

Community Engagement Summary

At the Ordinary Council Meeting on Thursday, July 27th, 2023, Council officially adopted the draft Net Zero Framework for Council Operations, which is now set to be placed on public exhibition.

The primary intent of this engagement initiative was to foster meaningful consultation with our community and key stakeholders regarding Council's Framework aimed at reducing Council's greenhouse gas emissions. This presented a valuable opportunity to not only showcase our commitment to achieving Net Zero emissions but also to provide education and awareness on the importance of such commitments both locally and globally.

Throughout this engagement process, YourSay emerged as the central platform for communication and interaction with the community. Various engagement activities and a comprehensive communication plan were executed, with a particular focus on community-facing Pop-up events. These events were instrumental in facilitating direct connections between the community and Council staff responsible for implementing the actions outlined within the Net Zero Framework.

The following is a summary of the engagement activities and the level of community participation they garnered:

How we reached you



37 Days of engagement
7 August - 12 September 2023



120 Visits to YourSay page

- 4 contributions, 2 formal submissions and 2 comments
- 4 project followers
- 26 downloads of document library
- 8 QR code scans



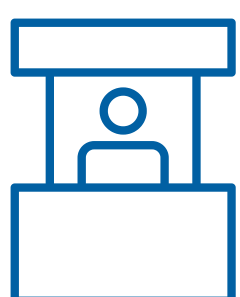
Digital engagement

- **6960** social media impressions (the number of times a post appears)
- **55** social media engagements (the number of times a post was interacted with - which can be likes, shares, comments etc)



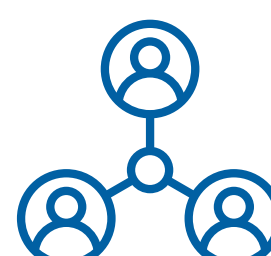
Traditional Media

- **1** newspaper advertisement and 1 interview in Daily Liberal
- **1** advertisement in Dubbo Photo News Council Snapshot
- **1** media release on DRC website page



Pop Up events

- **2** Pop Up stalls across Dubbo & Wellington
- **41** interactions at Dubbo Farmers Market
- **43** interactions at Wellington Rotary Market



Key Stakeholder Consultation

- **7** key stakeholders were actively engaged for the purpose of participation
- Presentation provided to Council Climate Change and Resilience Committee

Draft Net Zero Framework continued

September 2023

Outcomes and next steps

The engagement activities conducted have proven to be highly beneficial, allowing our staff to connect with a wider cross-section of our community. We are pleased to report that all efforts made to facilitate this consultation have resulted in a positive and enthusiastic response from the community.

Moving forward, we are committed to keeping our community well-informed about the progress of this initiative. A comprehensive report detailing the outcomes and insights from this engagement process will be presented to Council during an upcoming Ordinary Council Meeting. The specific date for this meeting will be confirmed shortly.

To ensure transparency and accessibility, the outcomes of this meeting will be promptly updated on the project page associated with this initiative. We extend our invitation to all members of the community who follow this page to stay informed. Your involvement and support have been integral to the success of this engagement, and we want to ensure that you are kept abreast of all developments.

Furthermore, we encourage any interested residents who have not yet joined YourSay to consider doing so. By becoming part of this platform and following this project page, you will receive timely updates regarding the outcomes and next steps of this important initiative. Your active participation and continued engagement are vital as we work together to shape the future of our community.

Thank you for your ongoing commitment to this project, and we look forward to sharing the outcomes and collaborating on the next steps in our journey toward a more vibrant and responsive community.