# Community Engagement Policy

## Updated to meet requirements of the Community Engagement Charter.

## Community feedback report
June 2026

# Executive summary

## 1.0 Background

The Minister for Local Government published the Community Engagement Charter (the Charter) on 11 December 2025. The Charter sets out the minimum standards and principles for community engagement activities by councils across South Australia.

Release of the Charter, has required all SA Council's to review and update their existing Public Consultation Policies. Council has reviewed and updated its Public Consultation Policy, and as part of this update, the policy has also been renamed the 'Community Engagement Policy' to reflect the language and intent of the Charter. Under section 50 of the Local Government Act 1999, Council must undertake a period of community consultation on a draft engagement policy before adopting a new policy.

Council released the updated Community Engagement Policy for consultation from 14 May to 3 June. The opportunity to provide feedback was communicated through hard copy materials at Council venues, a community information session at Glandore Community Centre and at the Southbank Reserve Opening event, and via a social media campaign and emails to stakeholder groups.

We asked the community what they thought of the draft policy, and also how they prefer to find out about opportunities to contribute feedback, and how they like to provide it to us, with the intent of continually improving the community engagement process.

## 2.0 Response summary

### 2.1 Making Marion survey responses

All 25 responses were from local City of Marion residents. Community feedback on the Draft Community Engagement Policy was generally positive, with respondents supporting the intent of the policy and the importance of community engagement. Some participants said that the policy is too lengthy, contains complex language and question whether it will lead to the delivery of meaningful engagement outcomes.

- 48% of respondents reviewed the policy
- 72% of respondents selected email as one of their preferred methods to find out about consultations, followed by social media posts (44%) and then City Limits articles (36%)
- When providing feedback, 88% of respondents selected online surveys as one of their preferred methods, followed by email (54%), and talking directly to Council staff (38%)
- 38% of respondents told us they have previously found it hard to provide feedback, with the remaining 62% saying they haven't found it hard
- When asked whether Council consider feedback when making decisions, 33% said yes, 21% said no, and 46% said we do to some extent

Participants identified opportunities to improve accessibility, awareness, transparency, and the practical implementation of engagement activities. A key theme was the desire for more direct and visible engagement opportunities, including face-to-face discussions, community forums, improved communication, and clearer evidence that community feedback influences decisions.

# Engagement Snapshot

## Timeframe

Community consultation commenced on 14/05/2026 and closed on 03/06/2026.

## How we engaged:

- Making Marion newsletter
- Hard copy materials at Council venues
- Community centre drop-in session
- Reserve opening pop-up session
- Social Media campaign
- Email to stakeholder groups




**25**

**Survey responses**

received via

Making Marion

**20**

**Policy downloads**

on

Making Marion

**255**

**Making Marion visitors**

# Engagement Snapshot

**Social media summary – Facebook and LinkedIn posts.**

| POSTS | IMPRESSIONS | REACTIONS | ENGAGEMENTS | REACH | ENGAGEMENT RATE | COMMENTS |
|---|---|---|---|---|---|---|
| 7 | 4,39K | 12 | 21 | 3,05K | 0,48% | 9 |

**City of Marion**
22 May 11:30 PM

Sometimes it's not about whether you want to have your say, it's whether it's...




| | |
|---|---|
| Impressions | 741 |
| Reactions | 2 |
| Engagements | 3 |
| Reach | 506 |
| Engagement rate | 0,4% |
| Comments | 1 |

**City of Marion**
21 May 8:30 AM

This isn't just about having your say. It's about how you want to have your say i...




| | |
|---|---|
| Impressions | 310 |
| Reactions | 1 |
| Engagements | 1 |
| Reach | 219 |
| Engagement rate | 0,32% |
| Comments | 0 |

**City of Marion**
19 May 10:31 AM

Everyone prefers different ways to have their say. ...




| | |
|---|---|
| Impressions | 1,24K |
| Reactions | 2 |
| Engagements | 3 |
| Reach | 869 |
| Engagement rate | 0,24% |
| Comments | 1 |

**City of Marion**
16 May 12:30 AM

Quick question, how do you actually want to have your say?...




| | |
|---|---|
| Impressions | 755 |
| Reactions | 0 |
| Engagements | 1 |
| Reach | 515 |
| Engagement rate | 0,13% |
| Comments | 1 |

**City of Marion**
16 May 12:30 AM

Quick question, how do you actually want to have your say?...




| | |
|---|---|
| Impressions | 192 |
| Reactions | 1 |
| Engagements | 1 |
| Reach | 139 |
| Engagement rate | 0,52% |
| Comments | 0 |

**City of Marion**
14 May 8:30 AM

We know there's a lot of 'have your say' out there. This one's a bit different. ...




| | |
|---|---|
| Impressions | 948 |
| Reactions | 5 |
| Engagements | 11 |
| Reach | 662 |
| Engagement rate | 1,16% |
| Comments | 6 |

**City of Marion**
14 May 8:30 AM

We know there's a lot of "have your say" out there. This one's a bit different. ...




| | |
|---|---|
| Impressions | 199 |
| Reactions | 1 |
| Engagements | 1 |
| Reach | 139 |
| Engagement rate | 0,5% |
| Comments | 0 |

# Engagement Snapshot

**Social media summary - results**

| Posts | Impressions | Reactions |
|---|---|---|
| 7 | 4,390 | 12 |
| **Reach** | **Engagements** | **Engagement Rate** |
| 3,050 | 21 | 0.48% |

## Definitions:

**Impressions -** show the number of times your content was displayed to these users.

**Reach -** shows the number of unique users that were exposed to your content. If the same person sees one of your posts three times, the Impressions would be 3 but the Reach metric would only count 1.

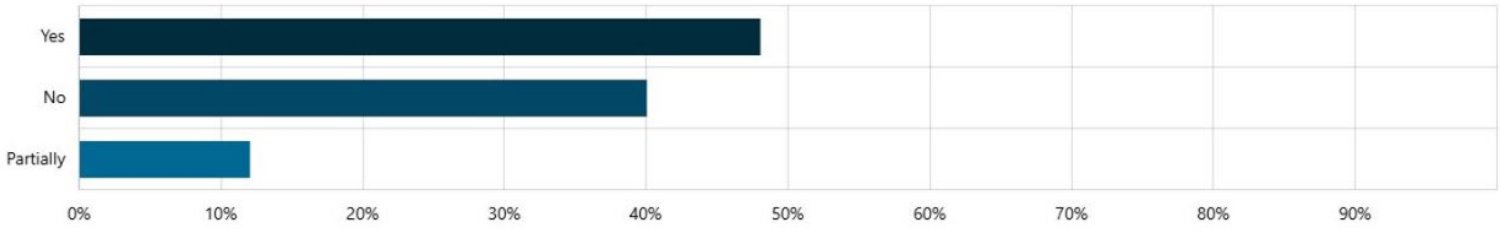
**Engagements -** inform about how many times users engaged with a post during their lifetime. Engagement is seen as the combined number of reactions to, comments on, and shares of a post.

**Engagement Rate:** Calculated by the total engagements a post received divided by the total number of impressions on that post.

**Reactions -** Reactions are a type of engagement with your Facebook content. They are comprised of the total amount of Love, Haha, Wow, Sad, Angry, and Like actions that users took on your post. This can be reported on in the Measure module.

# Participant responses

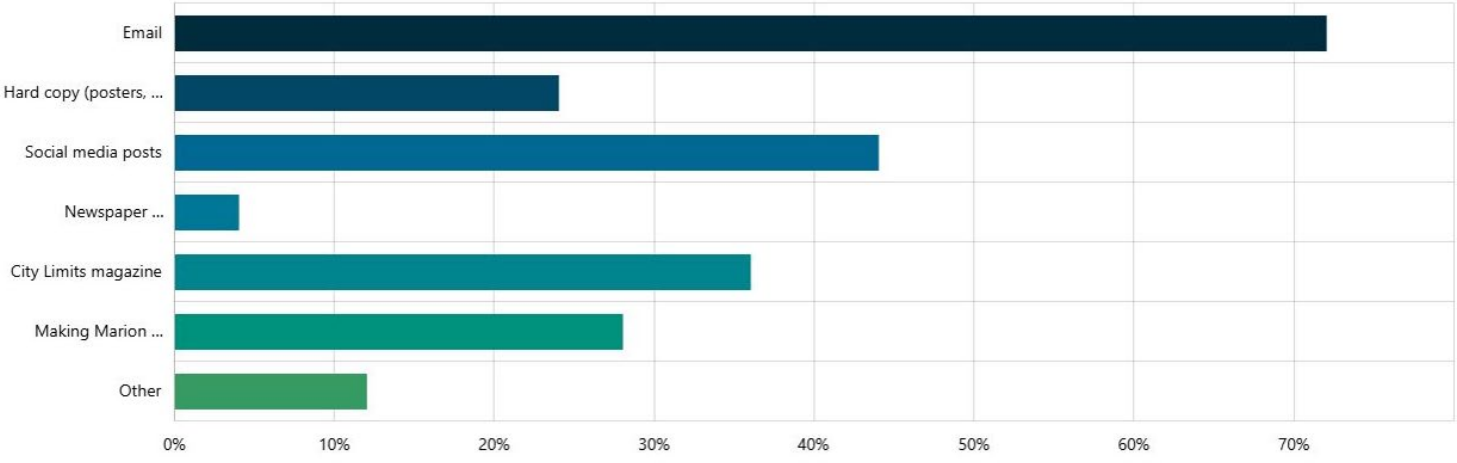
### Have you reviewed the draft Community Engagement Policy?




### What do you think of the policy? (summary – full comments page 10)

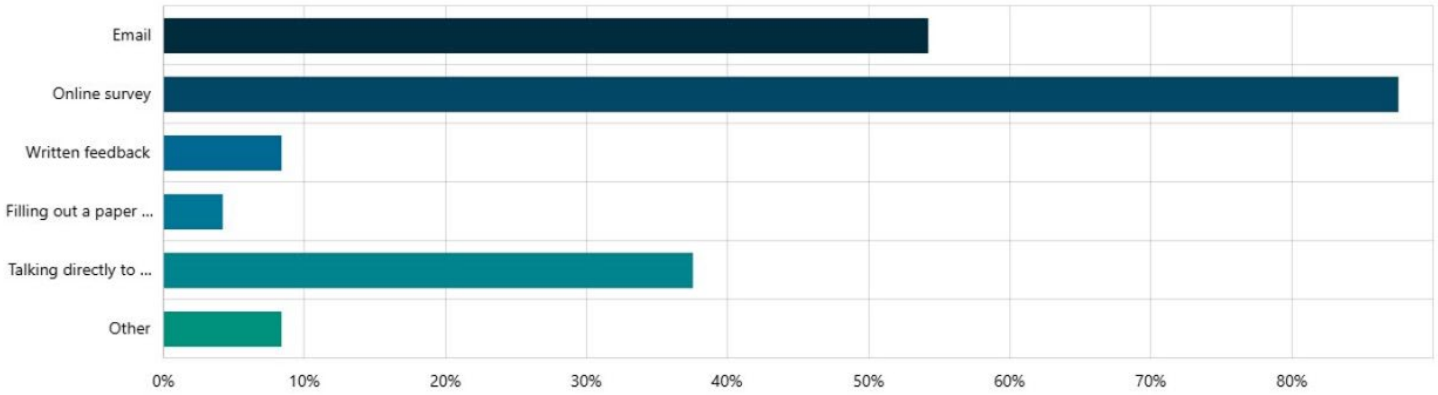
Respondents expressed a desire for more opportunities to engage directly with Council and Council Members, with several comments calling for additional consultations and stronger incorporation of community feedback into decision-making. Many participants also highlighted challenges with accessibility, noting that policies can be too lengthy, difficult to understand, or hard to locate, with suggestions for clearer communication and broader distribution methods beyond the website. While several respondents viewed the policy positively and acknowledged its inclusive intentions, others questioned whether the commitments would be fully implemented in practice, emphasising the need for transparency, demonstrable outcomes, and assurance that community input will meaningfully influence planning and council actions.

### How would you like to find out about consultations where you can have a say?

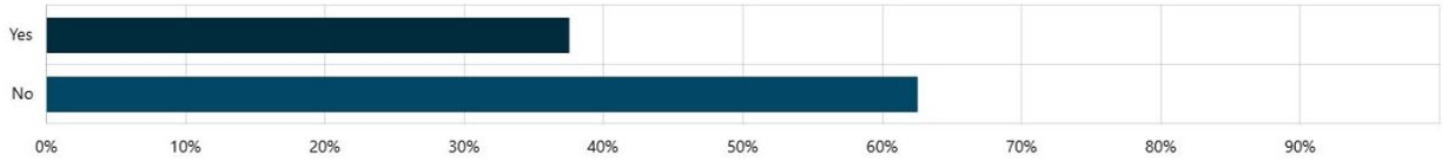


# Participant responses

### How do you prefer to provide us with your feedback?




### Have you ever found it difficult to provide feedback?




### What made it difficult? (Summary – full comments page 11)

Respondents identified several barriers to effective engagement, including surveys that were perceived as too long, difficult to access, and sometimes challenging to understand. Feedback also highlighted concerns about awareness of consultation opportunities, with some participants feeling they had missed opportunities to contribute to projects that affected them.

Several comments reflected scepticism about whether community feedback genuinely influences council decisions, while others noted difficulties navigating multiple communication channels and expressed a preference for a single, reliable source of information.

Overall, the responses suggest a need for simpler engagement processes, clearer communication, improved visibility of consultation opportunities, and greater confidence that community input is considered in decision-making.

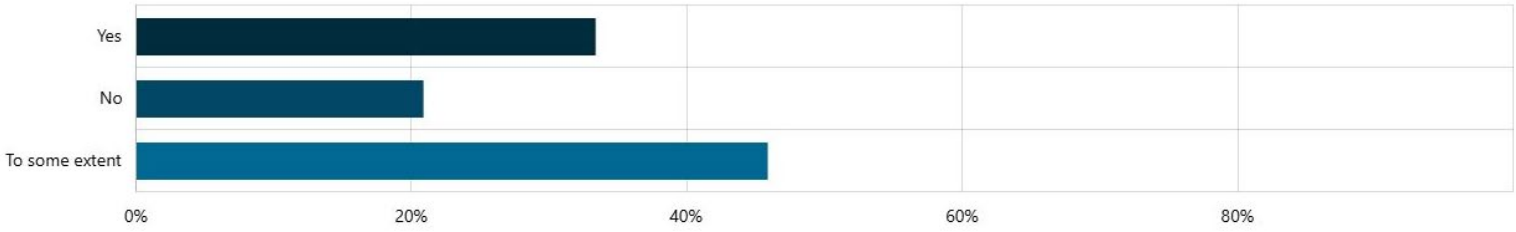
# Participant responses

### What could Council do to make engagement more accessible and inclusive? (Summary – full comments page 12)

Respondents generally supported the council's engagement efforts while identifying opportunities to improve awareness, accessibility, and participation. Common suggestions included increasing promotion of consultation opportunities, using plain language and concise communications, expanding outreach through a wider range of channels and community networks, and providing more face-to-face engagement opportunities with Council Members and staff.

Participants also emphasised the importance of early engagement, longer notice periods, regular communication, and ensuring consultation processes are accessible to diverse community groups, including those who may be less comfortable engaging online. Overall, the feedback indicates a desire for more visible, inclusive, and accessible engagement opportunities, while recognising that council is already performing well in many areas.

### Do you think that Council considers community feedback when making decisions?




### Do you have anything else you would like to share? (Summary – full comments page 13)?

Respondents raised a mix of community concerns, improvement suggestions, and positive feedback about the City of Marion. Key issues included concerns about increased housing density, traffic congestion, parking pressures, and the potential impact of development on community facilities and neighbourhood amenity.

Participants also identified opportunities to improve public spaces, road safety, maintenance, youth-focused recreation, and family-friendly community activities. Several comments called for greater transparency in decision-making, more accessible channels for submitting ideas and feedback, and broader community involvement in consultation processes.

At the same time, respondents acknowledged positive aspects of the council's work, including appreciation for local reserves and recognition of the council's efforts to support the environment and community, reflecting a desire for continued engagement and responsive planning.

# Comments

A great place to *work*
marion.sa.gov.au

CITY OF MARION

# Comments

**What do you think of the policy?**

| | |
|---|---|
| 1 | I want to see more of the consultations like the one for this park or more council organised chances to speak to my councillors |
| 2 | To lengthy and some wording hard to follow |
| 3 | Haven't looked. Where do I find it? |
| 4 | too long not reviewed |
| 5 | Not sure |
| 6 | Yeah it's about the community |
| 7 | I don’t want to read the policy. I just want family’s to have opportunities to have social situations. |
| 8 | I haven’t read through yet |
| 9 | It is a good start. Most areas have been considered. It ihas inclusive elements. |
| 10 | Good |
| 11 | It’s excellent and adequate |
| 12 | It's O K |
| 13 | It is extremely Marion-council-esque in its wording |
| 14 | Appears to be functional |
| 15 | Like all policies it looks good on paper but whether it will be completely implemented remains to be seen |
| 16 | Clear and helpful |
| 17 | HAvent read it |
| 18 | Idea ok<br>More focus questions to ratepayers in community feed back needed |
| 19 | Great |
| 20 | I believe council spends too much. It should be looking for a 10% productivity dividend from most areas. Also I believe parking restrictions should be implemented to stop roads from in effect becoming single lanes. Suburban roads are generally in better condition than state based arterial roads. Given speeds are rightly lower on suburban roads the road quality could / should be lower thus saving money. |
| 21 | Relies on people having to look at the website . Letter box drops would be good where there are significant issues |
| 22 | Although the word "meaningful" is used frequently, it's not clear that community feedback will actually have any influence in shaping planning. It would be nice to see clear commitment to incorporating feedback into planning, especially at relatively early stages of project planning. Without this, engagement often feels more like advertising or a one-way process in which community members have no active role. |

# Comments

**What made it hard to provide feedback?**

| | |
|---|---|
| 1 | Not easy, so many questions |
| 2 | The long questionnaire |
| 3 | This survey was hard to get into. After scanning the QR code, it’s hard to get into the actual survey |
| 4 | Some survey questions are not always easy to comprehend |
| 5 | I get emails from council but appear to have missed the one about a new playground development at Scarborough tce Dover gardens. This is the playground I use weekly for the past 6 years and would have liked some input. For a start, I can't understand why they removed the old playground before the new one was built. It's been a couple months now and progress is so slow |
| 6 | The council makes decisions and it doesn’t matter what media is used, community feedback won’t be considered if there’s money to be made from urban infill or other developments. |
| 7 | It's often impossible to know what is going on. My fault mainly I suppose, but I would have no idea what Facebook or Instagram or whatever to look for info and I'm very unlikley to search through so many posts on the off-chance I find some relevant info. I guess if you always had info in one spot (your website?) it makes it easier to find the 'one source of truth', although of cousre I still need to find the time/energy to remember to look at your website. |
| 8 | Staff don’t see a problem from their viewpoint |

# Comments

**What could Council do to make engagement more accessible and inclusive?**

| | |
|---|---|
| 1 | More advertising that it's on so we don't miss it |
| 2 | Simple concise replies. Not dozens of pages which obviously most people do not understand the terminology |
| 3 | Education. Share with residents more about how they can have their say. Let them know how they can be involved |
| 4 | more options for the trees planted on the sideroad. |
| 5 | They already do a great job |
| 6 | Different languages, posters and flyers in community |
| 7 | More events to talk to people that work within the council. |
| 8 | Social media |
| 9 | 1.Visibility is Key.<br>2. Identify the key stakeholders a. who has high influence and b. has high impact - refer to stakeholder matrix.<br>One of the gaps I see in the community is not many are aware there are ways to engage with council to have their say provide inputs -expertise advice.<br>- consider news article in seniors newspapers<br>- neighbourhood watch<br>- notice boards of sports clubs<br>- places of worship<br>-public schools |
| 10 | N/A its all good! |
| 11 | keep It Simple and clear 24/7 access |
| 12 | If the Summit Cafe was open Tues-Sat it would then include community who also work weekdays. Also is good for people who may be isolated in the community. |
| 13 | Nothing |
| 14 | Continue to email me with details. I read all the emails even if it's in an area not close to me |
| 15 | Provide more forums for residents to gather and directly address issues with the relevant council staff |
| 16 | Have more face to face consultations ... especially for people who aren't comfortable with online. |
| 17 | Have info on website and email registered people wth brief details periodically. "CHeck our website page for more info about A, B and C" or whatever |
| 18 | Listen and ask the right questions |
| 19 | You are doing a great job |
| 20 | Councillors could set up regular meeting times in their respective areas to hear concerns directly from rate payers |
| 21 | Using a variety of consultation processes , don't rely on social media. |
| 22 | Longer notice periods and earlier engagement within the process would be appreciated. |

# Comments

**Do you have anything else that you would like to share?**

| | |
|---|---|
| 1 | I have lived in Marion for 9 years. I have seen it go from "normal" housing to over crowding and dangerous streets. Those who think its ok to build 14 units where there was once two houses did not even bother to take a close look at the situation. Already limited parking and whilst you try to tell us each home has two car parks sadly the vehicles that people own do NOT fit in the said parking spots or garages. If there was some emergency I doubt very much that a fare engine, a police car and an ambulance would be able to get down many streets. Then there is the 90 year old tennis club told to move???? with no immediate place to go to. One sport should not take presence over another. |
| 2 | More teenager focused spaces. Open the parks to let them ride motorbikes during certain times |
| 3 | need more weed control on the road |
| 4 | Love the new southbank blvd reserve |
| 5 | It would be great for local community centres to be consistent with events for family's. |
| 6 | More community engagement event, ideally kid friendly |
| 7 | Identify people who can support you with ideas or info that are feasible for consideration and invite them for consultation.<br><br>e.g I am happy to come along and provide inputs on engagement strategies. Identify people like this bring them along for this journey. |
| 8 | You need an email address where people can write suggestions such as a pedestrian island with no curbs on Morphett road across from the aquatic centre. So many people including parents with kids and prams, older on gophers, people on bikes etc try to cross here where the island with trees are and could do without trying to get over the curb. And put ramp to cross road by the bus stop. And trees need a trim to be able to see oncoming traffic please |
| 9 | Be more transparent about decisions that have an impact upon residents. |
| 10 | The councillors must then weigh up the information collected.  And listen to the other 85% who are silent but effected |
| 11 | Marion council is  a very progressive council that works hard to consider the environment and community |