




## **Community Consultation**

Delivering strategic research for  
Local Government with integrity that provides  
clarity and insights into community opinions



“Quality consultation requires a systematic approach through asking questions with objectivity and integrity. The investigation of ratepayers’, residents’ or businesses’ opinions must provide insight into complex issues with analysis that delivers clear strategic direction.”

## Engaging Your Community

Community consultation is both a legislative obligation for Local Government and a cornerstone of how councils engage with their respective communities. new**focus** has been employed by many councils to design and facilitate their consultation processes.

new**focus** has developed a number of consultation techniques and methodologies, which enable councils to comply with legislation whilst achieving a sound understanding of community opinion.

City and regional councils that we have worked with in the past have utilised information gained through this consultation process to devise effective strategic plans based on feedback from their ratepayers.

We understand that community consultation and engagement is a risk management technique that underpins the successful implementation of council policy and initiatives.

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## Statement of Commitment

### Strategic Research

Building on what you already know, we assist government and councils to pinpoint and interpret information and bridge knowledge gaps quickly and efficiently. Our clients make smarter decisions faster than ever before, and are able to respond to community needs and trends using focused strategic research, tailored to their specific requirements.

### Integrity

We ensure that your data and insights are trustworthy and reliable so that decisions can be rapidly implemented with confidence every time.

### Clarity

We define the problem or opportunity and choose the correct combination of primary and secondary data to support a clear, workable solution.

### Insight

Delivering the best in efficient and effective interpretation and analysis of data, we are the service provider of choice for commercial, corporate and government sectors.

### Knowledge

Accredited to a high level in all research tasks and skilled in relationship building, our staff are adept at applying strategic insights to specific client needs.



## Achieving Community Engagement

There is a huge range of information and methodologies that can help. The data you own (sometimes called big data collated over years from ratepayers), along with the comments and feedback given to customer service officers and data in your numerous reports, is often weighed down by detail and lacking in clarity.

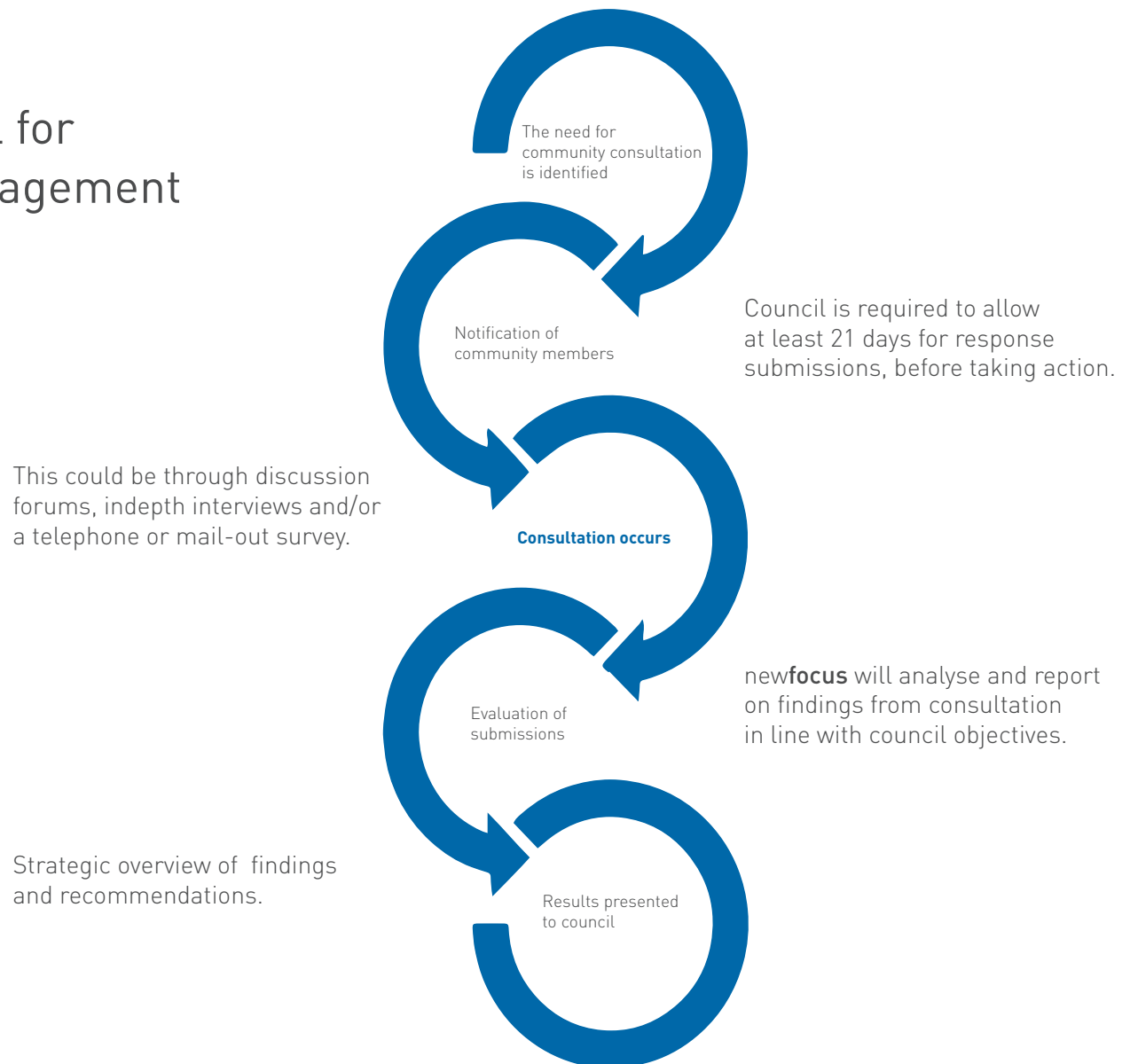
Perhaps your need is for customised community engagement to test new initiatives, solve specific local issues, assess council services or manage implementation of strategic policies.

new**focus** tailors research to the challenges and issues to be assessed.

Adherence to the legislative requirements is imperative. However, it is the willingness to **go beyond** the standard level of 'compliance' and truly **engage** with ratepayers, residents and business operators that contributes to an increase in community satisfaction with their council.

“We pride ourselves on being expert problem solvers.”

## newfocus Model for Community Engagement



## Benefits of Community Engagement

### Improving Council Image

After being invited to participate in community consultation and engagement activities, community members will actively discuss the experience with others, resulting in increased positive word of mouth in relation to the council consultative process.

### Demonstrating Commitment to Consultation

By developing a flexible public consultation policy, and outlining the specific requirements as stated in the Act, your council will be seen as proactive and accessible, providing information to the community while making it easy for them to comment and discuss.

### Understanding Your Community Needs

Through engaging and consulting with your community, council can assess what issues are relevant to the community by segment, prioritise the issues that are most important and implement strategies to achieve them.

### Managing Risk

Exploring areas that are particularly sensitive or controversial in nature can often be a challenge for council. Commissioning an independent third party to explore perceptions around these issues will lead to more informed risk management in the decision making process by providing insights as to how to handle these issues within the community.

### Measuring Customer Service

**newfocus** has conducted customer satisfaction for local government clients over many years. We have access to thousands of benchmark scores against which your overall score can be compared.

With expertise in community engagement and the ability to also offer customer satisfaction measurement and ad hoc market and social research projects, **newfocus** offers a full suite of services to match your needs.



## Affordable Community Engagement

Engaging with your community doesn't have to be expensive. Methods of consultation are tailored to match the needs of the identified project. Segments within the community can be targeted to provide feedback on issues pertinent to planning stages, residential area or business type.

Options range from one on one indepth interviews with key stakeholders, focus group discussions with particular groups, to large scale representative cross section samples of your community that are robust enough to confidently extrapolate to total population.

The combination of our expertise in social research design and the application of innovative technology means our approach to community consultation provides information that truly represents current opinion, and after analysis provides clear direction for implementation of policy for our clients.

We can assist you to choose the most cost effective method of engagement with the community or a segment of the community as appropriate for the topic but with minimal demands on the target audience.



## Delivering Strategic Research

Offering you strategic research and consulting with integrity, clarity and insight new**focus** has built an enviable reputation by providing pragmatic research and strategic advice for both government and commercial clients for the last 21 years.

An innovative national company with global alliances, new**focus** partners with clients to help them achieve their goals on time and to budget.

Our people are highly trained relationship builders that come from a variety of disciplines and backgrounds. They are passionate, client focused and have the ability to synthesize data and produce reports that impart wisdom and understanding in a personal way.

Our business has been built on the traditional values of high quality, fast turnaround and value for money, with a reputation for high levels of client service and reliability. We have substantial experience in servicing the community engagement requirements of local government in both metropolitan and regional areas.

As a research partner we aim to provide not only traditional research but also some of the more innovative services including mobile research, social media analysis, behavioural studies, big data analysis, change management and predictive analytics.

Our vision is to be recognised as a leader in the research industry based on our commitment to integrity coupled with innovation and use of pioneering new technologies.

**“newfocus has built an enviable reputation through its commitment to quality research that delivers integrity, clarity and insight.”**

## newfocus can offer you:

### Next-Gen business research solutions

- ✕ mobile communities/smart phones
- ✕ big data
- ✕ social media
- ✕ change management
- ✕ behavioural economics
- ✕ predictive analytics
- ✕ integrated management dashboards

### Traditional research that builds success

- ✕ marketing strategy & segmentation
- ✕ brand & communication
- ✕ customer satisfaction/loyalty/advocacy
- ✕ usage & attitude
- ✕ price point & purchase intention
- ✕ customer churn, retention & acquisition
- ✕ product/service development (new & existing)
- ✕ mystery shopping & retail audits
- ✕ hybrid methodologies
- ✕ best practice qualitative research
- ✕ quantitative benchmarking & tracking

### Social research that matters

- ✕ community engagement
- ✕ social marketing campaigns
- ✕ program evaluation
- ✕ cross-cultural research
- ✕ stakeholder & community consultation research
- ✕ ethnography



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To discuss how we can help  
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