

2022-2026

Marketing + Engagement Strategy

Kurna Acknowledgement

Ngadiu tampendi Kurna meyunna yaitya
mattanya yainty yerta

This Kurna acknowledgement was prepared in consultation with traditional custodians.

Acknowledgement of Country

The City of Marion acknowledges we are situated on the traditional lands of the Kurna people and recognises the Kurna people as the traditional custodians of the land.

Our Vision for Reconciliation

Our Reconciliation Action Plan 2020-2023 details actions that the City of Marion leads, promotes and facilitates to achieve significant, tangible and meaningful reconciliation outcomes within our community.

Our reconciliation vision is for strong relationships built on trust, respect, integrity, inclusion and equity for all members of our community.

Enquiries

Pursuant s58 (g) of the *Local Government Act 1999 (SA)*, it is the role of the Mayor, as leader of the Council, to act as principal spokesperson for the Council.

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Contents

Introduction	5
Our Purpose	6
Our Vision	7
Our Community	8
Our Commitment	9
How we keep our community informed and engaged	12
Why do we need this strategy?	14
Why should we improve?	16
Why should we invest in digital?	21
Why do we need a brand review and more promotion of the City of Marion?	23
How we will deliver this strategy	24
Genuine community engagement	25
How we engage	26
Our key community engagement actions	27
Effective communications and media	28
Our key communications and media actions	29
A recognised and trusted brand	30
Our key brand actions	31
Innovative and inclusive digital experiences	32
Our key digital actions	34
Promoting the City of Marion	35
Our key promotional actions	36
Want to have your say?	40

**By 2040 our city will
be a community where
people are engaged,
empowered to make
decisions, and work
together to build
strong neighbourhoods.**

Introduction

This strategy is our commitment to our community.

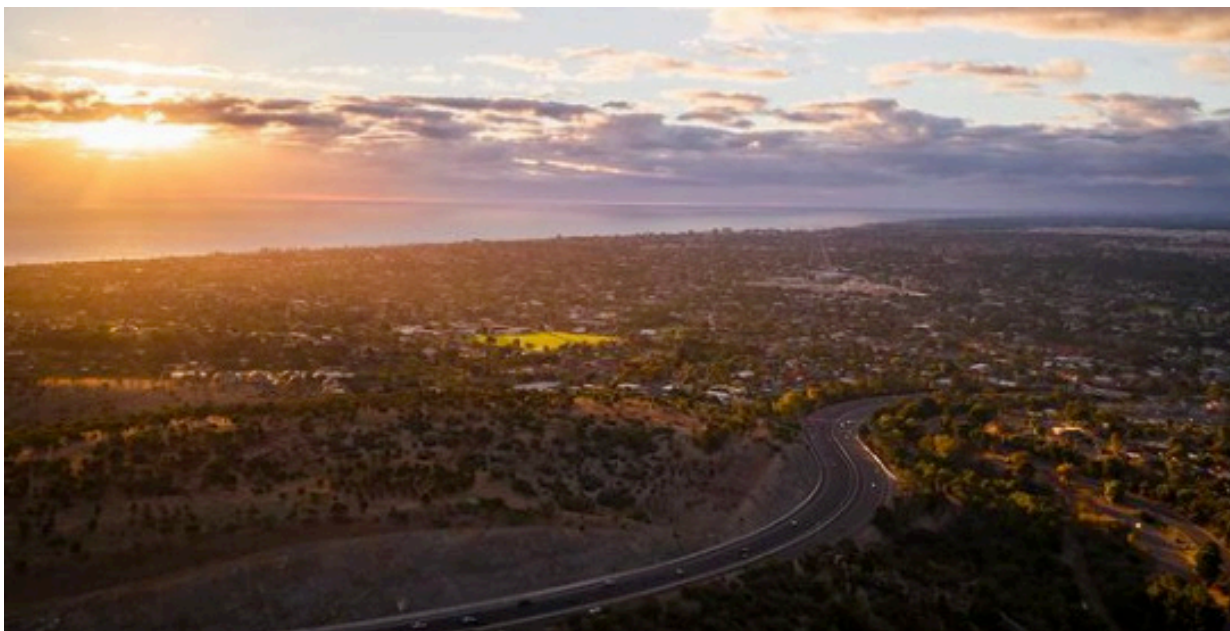
At the City of Marion, we want to lead the way in how we engage with our community, communicate with them, provide innovative and inclusive digital experiences, and promote our city.

We want the City of Marion to be a recognised and trusted brand, where every member of staff is an ambassador for our city.

We are one organisation with our community at the centre.



The City of Marion is a local government area in the southern suburbs of Adelaide, South Australia - approximately 12.6km south of Adelaide CBD, with a growing population of over 95,000. The city is expanding as a liveable destination of choice.



View over the City of Marion | Image source: @coastal.wings via instagram.com

Our Purpose

This Marketing and Engagement Strategy sets out the objectives, commitments and actions needed to achieve our corporate goals, give effect to our values, and increase public trust and confidence in the City of Marion.

The objectives of this strategy are:



Our Vision



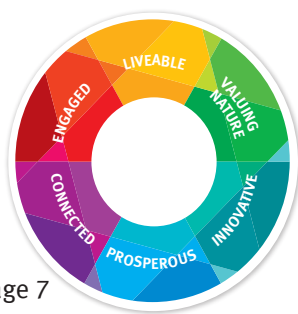
The 4-year 2022 to 2026 Marketing and Engagement Strategy aligns with the City of Marion's Strategic Management Framework and supports the objectives of our Community Vision Towards 2040.

Community Vision Towards 2040

A community that is Liveable, Valuing Nature, Engaged, Prosperous, Innovative and Connected

Six themes of our Community Vision

These six themes represent the shared values and aspirations that will guide how our city develops.



LIVEABLE

By 2040 our city will be well planned, safe and welcoming, with high quality and environmentally sensitive housing, and where cultural diversity, arts, heritage and healthy lifestyles are celebrated.

VALUING NATURE

By 2040 our city will be deeply connected with nature to enhance people's lives, while minimising the impact on the climate, and protecting the natural environment.

ENGAGED

By 2040 our city will be a community where people are engaged, empowered to make decisions, and work together to build strong neighbourhoods.

PROSPEROUS

By 2040 our city will be a diverse and clean economy that attracts investment and jobs, and creates exports in sustainable business precincts while providing access to education and skills development.

INNOVATIVE

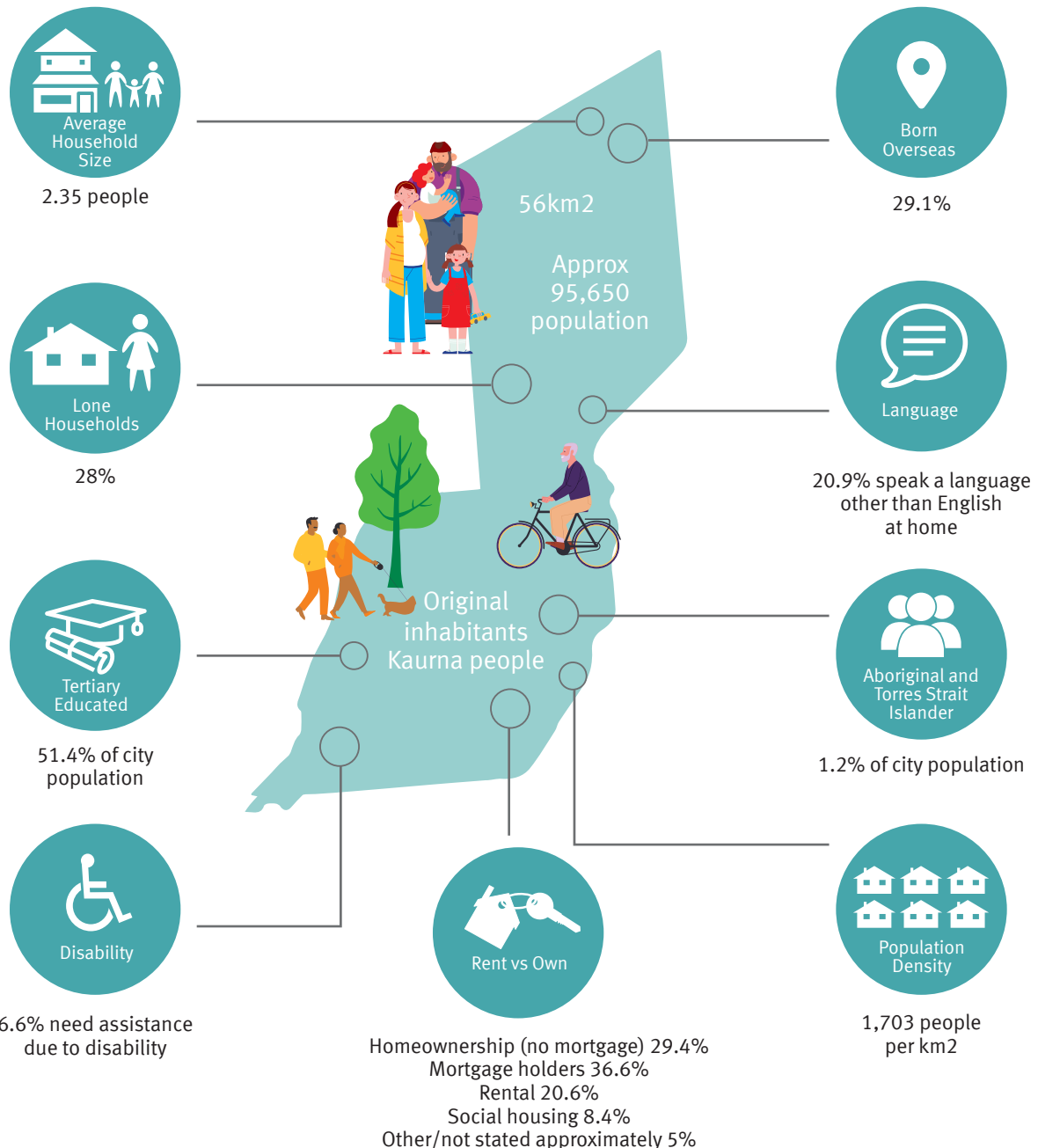
By 2040 our city will be a leader in embracing and developing new ideas and technology to create a vibrant community with opportunities for all.

CONNECTED

By 2040 our city will be linked by a quality road, footpath and public transport network that brings people together socially, and harnesses technology to enable them to access services and facilities.

Our Community

- The City of Marion is 56km². The Kaurna people of the Adelaide Plains are the traditional owners of the land on which the City of Marion is situated.
- Our community enjoys excellent access to key services, cultural activities, employment opportunities, transport and recreational infrastructure.
- Our community includes all residents, ratepayers, community groups, organisations, businesses, and those who live, work and play in the City of Marion.
- People may be members of many communities within the City of Marion.



Data reference: based on results from the 2021 Census of Population and Housing.

Our Commitment

We aim to be recognised as a leader in local government in South Australia through:

Genuine community engagement

Effective communications and media

A recognised and trusted brand

Innovative and inclusive digital experiences

Promoting the City of Marion

Building public trust and confidence with our community requires an organisation-wide approach.

Each member of staff at the City of Marion is an ‘ambassador’ for the city. In every interaction we have with our community, in the language we use, the way we present ourselves, the quality of our interactions and the way we put the customer at the centre, we are representing the City of Marion.

These interactions contribute to the reputation of our ‘brand’, as well as public trust and confidence in our brand.

We want each member of staff to be proud to work for the City of Marion and our community to see us as a recognised and trusted brand.



We're committed to communicating effectively, engaging with our community on the changes that affect them, listening to their feedback, and enabling them to be involved in decision-making wherever and whenever possible.



Inform



Consult



**Active
Participation**

"This was great and appreciate your solicitation of views from this diverse group of 100 people from the City of Marion. Look forward to being a part of it again!"- Marion 100 Participant, 2022

Letterbox drops

We keep our community informed with local area notifications and updates on projects.

Face-to-face engagements

We organise in-person forums, activations and pop-ups where our community is encouraged to join the conversation and contribute to decision-making by Council.

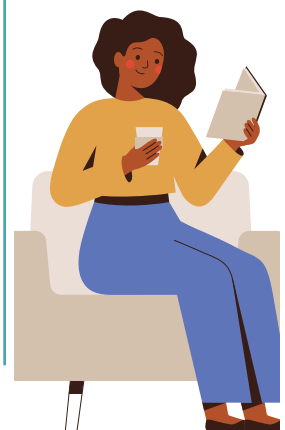
Online engagement and information

Our Making Marion website provides our community with the opportunity to have their say on upcoming proposals and projects in the city. Our City of Marion website offers opportunities to stay informed about the latest news, services and events.

Print publications

City Limits is a bi-monthly publications distributed to 45,000 households and businesses across the City of Marion. Produced in-house, it keeps our community informed about programs, facilities services and events.

How we keep our community informed and engaged



Social media

We provide opportunities for our community to stay connected and engaged through a number of social media channels. These digital platforms also enable us to provide accurate and current information, along with important updates.



Brand recognition

We make sure our brand is reflected prominently across our city, so our community can see tangible examples of how their rates are contributing to the betterment of the city and the range of facilities, programs and services available to them.



Signage

We display signage to provide information about projects, assist wayfinding, deliver a richer experience through a supporting narrative, and to seek community feedback.



Digital and traditional media

We aim to provide ongoing updates across print, radio, and other media platforms to keep our community informed about projects, services and event updates.



Why do we need this strategy?



The City of Marion continues to look for opportunities to engage more effectively with our community and enable involvement in decision-making. We also aim to be better at increasing awareness of, and promoting, the services, programs and facilities we offer our community, particularly those that are most important to them.

We want to increase public trust and confidence, build stronger brand awareness, and improve our reputation. Achieving this will ensure that, if something doesn't work as well as it should, our community trusts we will do our best to resolve it. This requires being respectful, open, transparent and responsive in our communications. It also requires every City of Marion member of staff, as an ambassador of the city, to project a strong brand identity in all community interactions.

Councils have evolved beyond their traditional focus on 'roads, rates and rubbish' and are now delivering a broad range of services, programs, initiatives and events to their communities. However community members may not be aware of everything that council does or what services, programs or activities they may be able to access or get involved in. We want to promote our 'value-add' over and above our core services.

The background image shows a group of people in a meeting or collaborative work environment. In the foreground, a woman with dark hair and glasses is resting her chin on her hand, looking thoughtfully towards the camera. She is wearing a dark top and a watch on her left wrist. In the background, other people are visible, some looking at a laptop screen. The entire image has a teal overlay. The text is positioned on the left side of the image.

**How well we
engage and listen,
how effectively
we communicate
and the values
we bring to every
interaction, all
contribute to
the strength of
our reputation
and brand.**

Why should we improve?

Marion Council conducted a Community Satisfaction Survey in July 2022.

Respondents were invited to rate their levels of satisfaction with, and the relative importance of, the facilities, programs, services and events provided by the City of Marion.

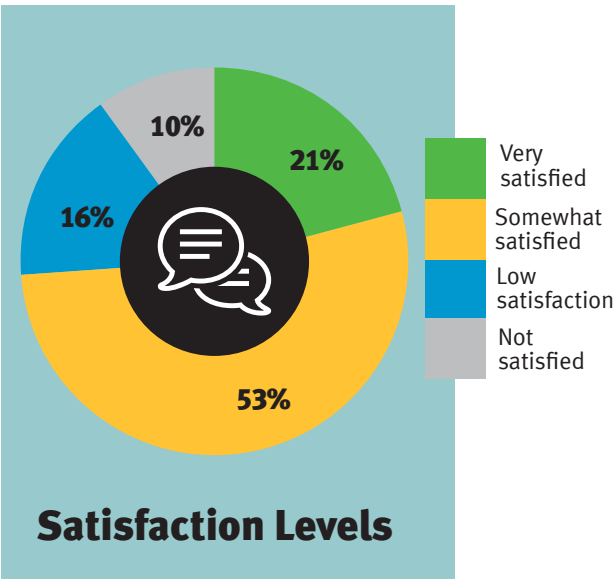
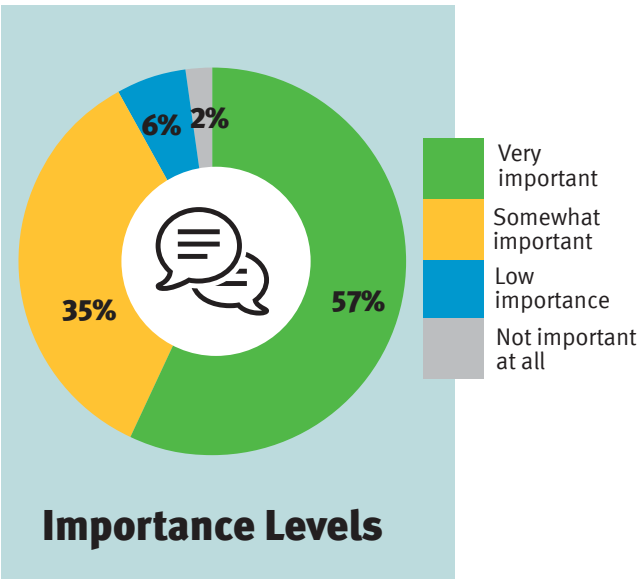
The responses in relation to community engagement, communications (website and social media), and community events, are reproduced below.

Why should we improve our consultation and engagement?

The 2022 Community Satisfaction Survey was undertaken by community members who identified consultation and engagement as a high priority area for Council. Survey respondents rated consultation and engagement as a high priority area for council.

With 74 per cent of respondents either somewhat satisfied or very satisfied, there are opportunities to improve how we engage with our community.

Community consultation and engagement



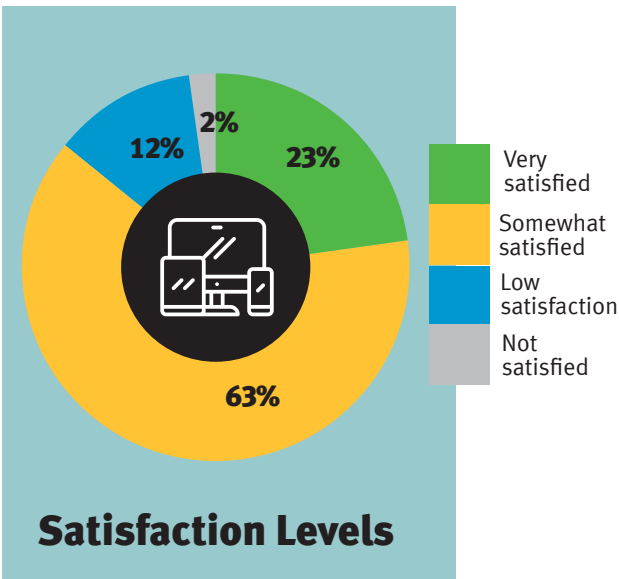
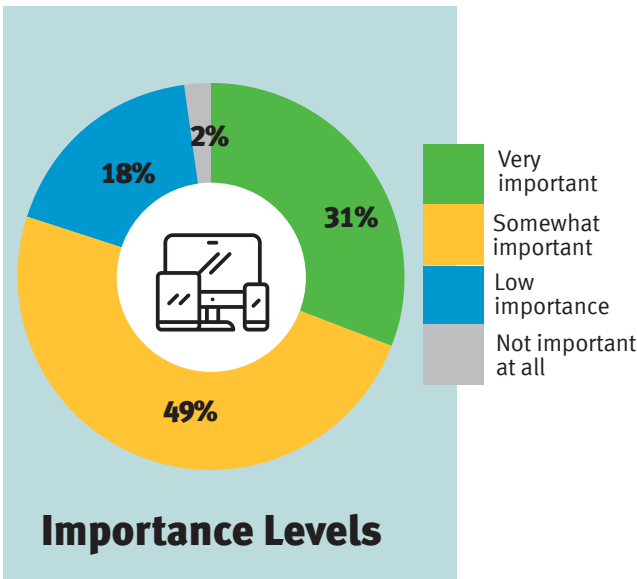
Why should we improve our website and social media?

Website

Our website users have told us that, when engaging with this platform, they want to be able to access the right information quickly, and be notified of any changes that affect them in a timely way.

With current satisfaction levels of 86 per cent for our website, there are opportunities to improve the information available, its currency, how it is arranged, presented and accessed, and its general navigation and functionality.

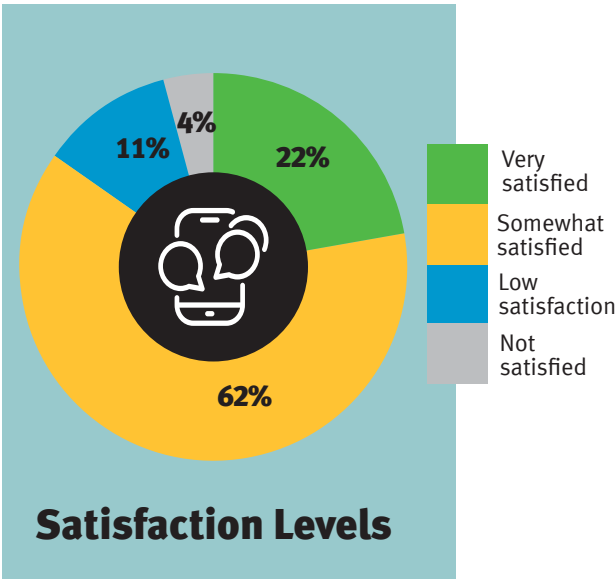
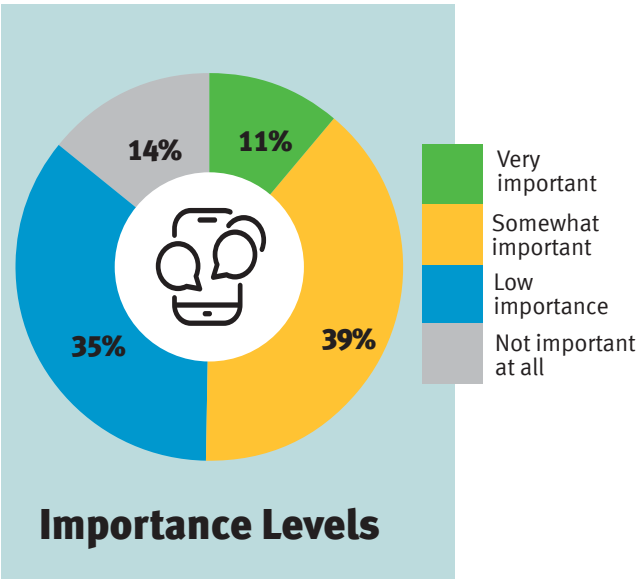
City of Marion’s website



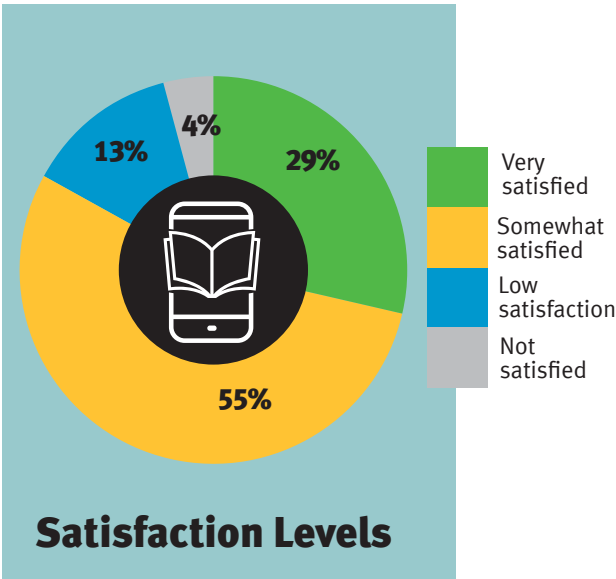
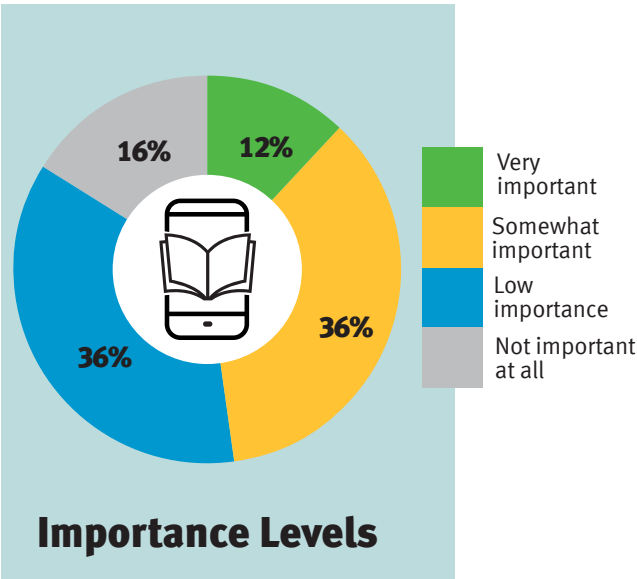
Social media

Social media continues to complement Council’s suite of communications channels by enabling us to deliver timely and accurate information to our followers, and providing an important interaction between council and the community. While 84 per cent of respondents indicated they were satisfied (or very satisfied) with our social media, we will continue to ensure we are offering engaging content and allowing open, two-way communication between council and our community.

Council’s social media (excluding Libraries)



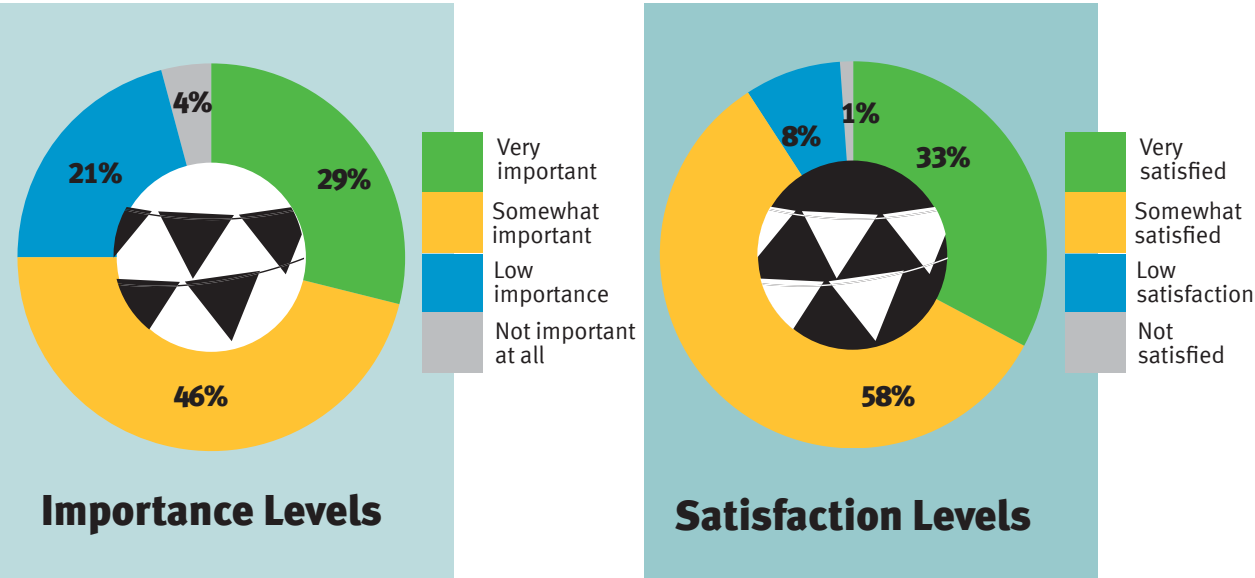
Libraries social media



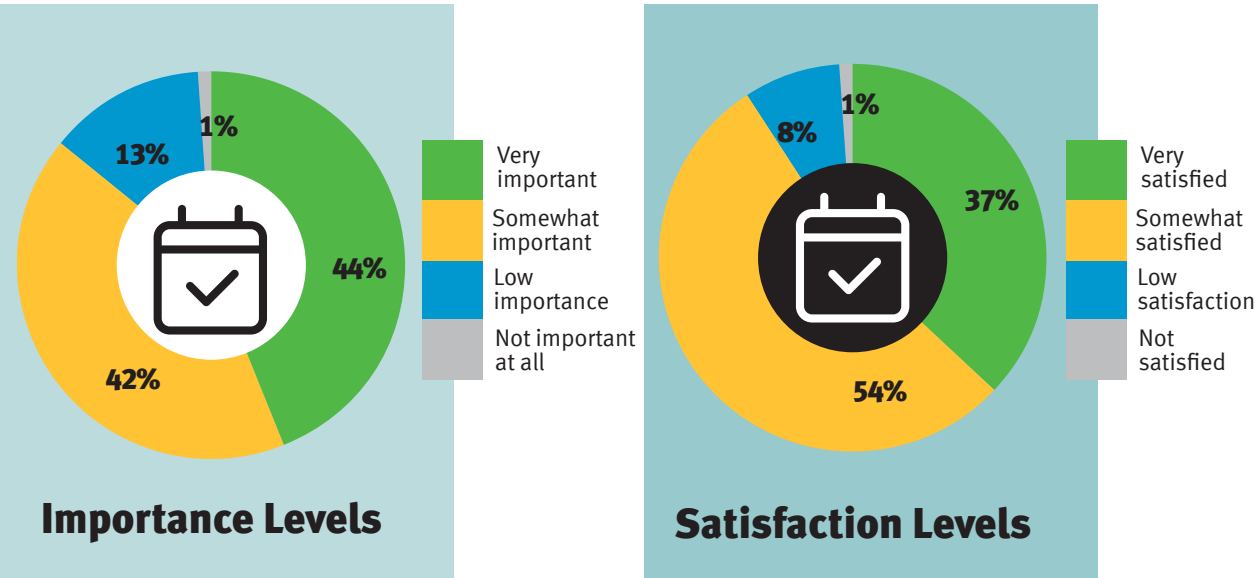
Why should we improve our events?

The 2022 Community Satisfaction Survey identified community satisfaction levels on events substantially outweighed importance levels. Opportunities exist for continuous improvement in event management practices, processes, and feedback mechanisms, to ensure a consistently high standard across the City of Marion.

Civic events



Community events



Why should we invest in digital?

The City of Marion acknowledges the social, economic and environmental implications of technology and how these will continue to shape our community.

Digital encompasses all digital platforms that offer direct information to our consumer/customer and all those seeking information.

Our digital platforms, including the City of Marion website, our social media channels and email communications, are vehicles for council to build public trust and confidence by delivering real-time information and updates, and engaging in two-way communication.

Digital also offers the opportunity to obtain meaningful data so we can better service our community's needs and wants, and personalise messages for greater two-way communication and engagement.

Our Innovative Community Vision is:

By 2040 our city will be a leader in embracing and developing new ideas and technology to create a vibrant community with opportunities for all.

Our digital investment will help to:

- engage with our community and shape our future
- build and strengthen our position in market
- increase awareness of our service offerings
- provide a platform to house utilisation and booking integrations of our facilities
- offer the capability to target an audience
- strengthen our relationship with our community
- offer current, convenient and up-to-date information
- facilitate two-way communication in real-time
- provide accessibility to multiple users through ‘channel of choice’.



Why do we need a brand review and more promotion of the City of Marion?

People are not always aware of the wide range of programs, services, community activities and events that the City of Marion supports and funds. A strong, consistent and recognisable brand creates greater awareness everything that we offer. It positively influences the overall experience our community has with us through our communications, our social media channels and our signage. It creates trust and confidence in what we do and the value we add.

Disparate branding styles and inconsistent colours, graphic designs and language style, can create confusion in our community and dilute the City of Marion brand.

To develop a strong brand identity for the City of Marion, and build trust in that brand and its recognition within the community, we need to apply consistent visual and communication messages across our facilities, platforms and channels.

‘Increase public trust and confidence’

How we will deliver this strategy

The action plans in the following pages will guide us in ensuring that we deliver on the goals and objectives of this strategy.



Genuine community engagement



Our objective

Our community is involved in decision-making, and our engagement is proactive, planned and genuine.

According to The City of Marion's Strategic Plan Towards 2040, we will strive to make every decision with integrity and in the best interests of our community.

Our challenge

In making any decisions, council must carefully consider and weigh up all of the factors, including the expressed views of its community. Our community has told us that engagement with them is important and they want more opportunities to contribute to the decisions that affect their lives.

Alignment with Strategic Plan

By 2040, our city will be a community where people are engaged, empowered to make decisions, and work together to build strong neighbourhoods.

Commitment to community engagement

Our Community Engagement Framework recognises that informed and engaged communities are more likely to support, and have ownership of, decisions or outcomes. This results in time and cost savings, builds trust and confidence, and ensures that our decision-making reflects our community's needs.



How we engage

Our approach to how we engage depends on the type of proposal, the potential uptake of the proposal and the number of people who might be affected, and any legislative obligations. It is based on IAP2's Spectrum of Public Participation.

Inform	Consult	Active Participation
<p>Provide balanced and objective information to assist community understanding of how decisions will be, or were, made.</p> <p>Promise: We will keep you informed.</p> <p>Examples:</p> <ul style="list-style-type: none">• Email, direct mail• Social media updates• Information sessions	<p>Obtain public feedback and preferences on analysis, alternatives and/or decisions.</p> <p>Promise: We will keep you informed, listen to and acknowledge concerns, and provide feedback on how your input influenced the decision.</p> <p>Examples:</p> <ul style="list-style-type: none">• Surveys, polls• Land revocation and sale• Comment forms	<p>Work directly with the public throughout the engagement process and work together to understand all needs and concerns.</p> <p>Promise: We will work with you to ensure concerns and aspirations are directly reflected and provide feedback on how your input influenced the decision.</p> <p>Examples:</p> <ul style="list-style-type: none">• Focus groups/committees• Marion 100

Our key community engagement actions



Key initiative

Increase opportunities for genuine engagement through earlier planning in projects, building our engagement capability across the organisation, and more face-to-face and other engagements in the community.

Key focus areas

We want to ensure we plan earlier for community engagement on projects that may affect the community.

We also propose to deliver more face-to-face engagements in the community through focus groups and local activations. We will seek to provide the opportunity for all voices to be heard, so the views of the majority are given proper weight.

We commit to closing the loop through Making Marion updates, electronic direct mail, direct mail, social media, and the City of Marion website.

To do this, we must build the capability of business areas to deliver meaningful engagement that ensures community views are considered as part of the decision-making process.

We also need to train our people in effective community engagement approaches using International Association for Public Participation IAP2 methodology.

Effective communications and media



Our objective

Publish regular positive news about services, activities and programs through a range of channels.

Our challenge

Our community has told us they want to know more about what is happening in their city.

Alignment with City of Marion 2019-2029 Strategic Plan

ENGAGED E4 – We will ensure our community is well informed about the services we provide.

Commitment to media and communications

We are committed to helping people become fully engaged members of the community by letting them know what is happening, why and when - and what it will mean for them.

Our key communications and media actions



Key initiative

Provide clear, consistent, accessible, accurate and relevant information to the community.

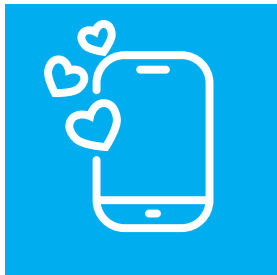
Key focus areas

We want to build greater public trust and confidence with our community through a proactive, open and transparent approach to communicating Council decisions, clarifying the respective responsibilities of the different tiers of government, and correcting any misinformation.

We also want to provide our community with regular, effective and accurate communications through ‘channels of choice’.

Tailor our communications based on customer preferences.

We will implement campaign plans that support the needs of internal and external business units, and showcase our initiatives, programs, services and events.



22,759
fans



34,810
engagements



134,957
video views



2,439
posts

A recognised and trusted brand





Our objective

Our brand is professional, consistent, recognised and valued. We have a clear and consistent value proposition.

Alignment with City of Marion Strategy

A strong, consistent and recognisable brand creates greater awareness of the programs, activities, services and events offered by the City of Marion. It positively influences the overall experience our community has with us through our communications, our social media channels, and our signage. It creates trust and confidence in what we do and the value we add.

We aim to build a strong brand identity by applying consistent visual and communication messages across our facilities, platforms and channels.

Our key brand actions

Increasing public trust and confidence through effective management and promotion of our brand.



Key Initiative

Build trust in our brand and its recognition in our community through a consistent brand management strategy.

Key focus

We recognise that brand is more than a logo – it is the sum of all different impressions of each customer about the organisation.

We want to manage our City of Marion brand well to improve recognition in the community of the value we provide.

We also aim to ensure consistency and clarity across all our communications and facilities to support strong brand identity and recognition.

We need to apply consistent visual and communication messages across our facilities, platforms and channels.

We will achieve this by developing and implementing a Brand Management Strategy for the City of Marion.

Innovative and inclusive digital experiences

What it means and how we communicate with our audience



Our objective

We provide our community with opportunities to influence and interact with us in an accessible and convenient way.

Our challenge

To meet community expectations around ‘choice of channel’ in how they interact with us.

Offering innovative and inclusive digital experiences

As more of our services are available digitally, it is easier for our residents and ratepayers to engage with us and access the services we provide. Our new Customer Relationship Management (CRM) system, My Marion, allows people to report an issue, request a service or pay rates online. However, we recognise that not everyone chooses to interact online, has access to technology, the necessary levels of digital literacy or ability, or the confidence to use digital services or access information digitally.

It is therefore important that, while we undergo our own digital transformation at the City of Marion, we continue to make information and services available in multiple ways, across various channels.

Innovative digital communications:



Innovation is at the core of the City of Marion, aligned to our purpose ‘To improve our residents’ quality of life; continuously, smartly and efficiently.’

Digital Transformation Program:



The 12 projects of the Digital Transformation Program (DTP) are designed to deliver an improved digital experience that puts our customer at the centre. Our new CRM system enables this single view of each customer.

Our key digital actions



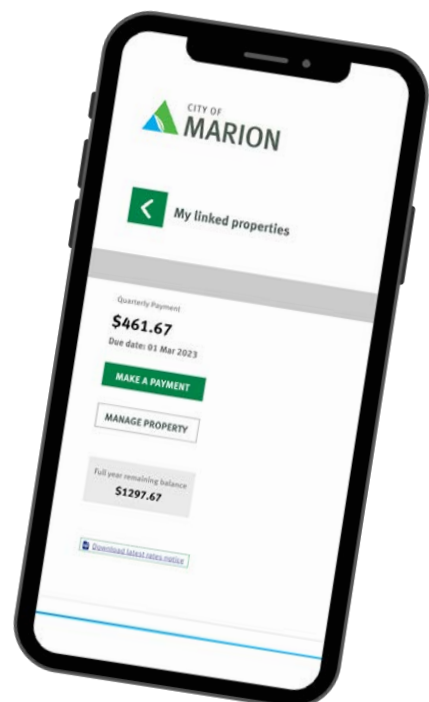
Objective

The City of Marion is transforming its IT systems, to place our community at the centre of everything we do.

Our Innovative Community Vision is:

By 2040 our city will be a leader in embracing and developing new ideas and technology to create a vibrant community with opportunities for all.

The City of Marion acknowledges the social, economic and environmental implications of technology, and how they are and will continue to shape our community.



Promoting the City of Marion



Our objective

To leverage our corporate communications and marketing efforts to strengthen the destination brand.

Our challenge

Our city is a great place to live, work and play, and full of surprises. We want to increase collaboration and strengthen both our corporate and destination brands, to ensure we don't waste an opportunity to promote the City of Marion.

Alignment with City of Marion 2019-2029 Strategic Plan:

Engaged E4

We will ensure our community is well informed about the services we provide.

Liveable L4

We will celebrate our rich cultural diversity and heritage through artistic, cultural and community activities, and vibrant destinations.



Our key promotional actions

In promoting the City of Marion, we will focus on



Key initiative

Promote the City of Marion as a place to live, work and play.



Events people can engage in and enjoy

e.g. Concert at the Cove, cycling events



Attractions people want to visit and see

e.g. Coastal Walkway



Facilities people can play in and use

e.g. Sam Willoughby International BMX Facility, Mitchell Park Sports and Community Centre, Southern Soccer Facility and Glandore Oval



Our programs that deliver endless opportunities

e.g. our community programs, Neighbourhood Centres and Libraries



Promoting our people and their successes

e.g. supporting and promoting local businesses and the achievements of our community



Our services beyond roads, rates and rubbish

e.g. environmental initiatives, grants and funding

A man and a woman are standing outdoors, smiling and talking to each other. The man is on the right, wearing a dark polo shirt and light-colored pants. The woman is on the left, wearing a dark button-down shirt and jeans. They are standing on a wooden deck or boardwalk. In the background, there are trees and a building. The entire image is covered with a semi-transparent teal overlay.

**We will use
this strategy to
ensure we keep
our community
informed,
engaged, and
at the heart of
everything we do.**

We invite and welcome ongoing feedback at Marion Council.

Our 2022 Community Satisfaction Survey was open during June 2022. This time we focused on ensuring all demographic groups in our community would have the opportunity to provide feedback.

These results will provide us with a current understanding of key issues, community needs and priorities for the future, as well as opportunities for us to improve.

**We want
to hear
from you.**

Want to have your say?



If you want to help shape the future of Marion, sign up at **makingmarion.com.au**

For many years, we have been involving our community in decision-making, and offering ways for you to stay connected to what is happening in your city.

We deliver extensive communications and engagement programs aimed to be inclusive, because we believe our city will be better if we work together to make decisions.

