



Capital Works Community Engagement Strategy

The Department for Education, Children and Young People (DECYP) is supporting young Tasmanians through the provision of Child and Family Learning Centres, early childhood centres, libraries, school farms, primary, combined, secondary and senior secondary schools, youth justice facilities and allied office spaces.

Well-designed spaces play a critical role in helping our young people to succeed. We continue to invest in new and upgraded infrastructure and engage with young people and their families, school staff and communities around Tasmania to ensure these facilities are shaped by those who use them.

The purpose of the Capital Works Community Engagement Strategy is to support the DECYP Strategic Plan by increasing awareness about new capital works projects and providing opportunities for communities across Tasmania to contribute to their development.

Department for Education,
Children and Young People

Vision

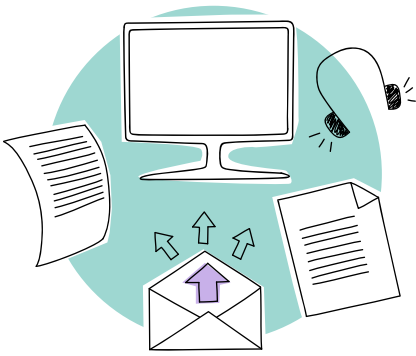
The community voice informs our projects to improve outcomes for young people.

Objectives

- 1 Raise community awareness about our new infrastructure projects.
- 2 Encourage public participation and input into new infrastructure projects.
- 3 Provide accessible ways for stakeholders to submit feedback and receive information about our projects.
- 4 Demonstrate our commitment to genuine, inclusive and accessible community engagement.



Approach



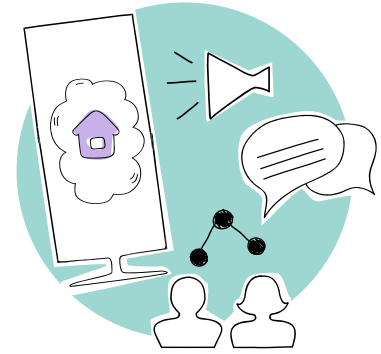
1. Traditional Media

Develop high quality content for distribution through newspapers, newsletters, other print publications, TV and radio.



2. Online Media

Produce factual, informative and engaging content for website and social media channels.



3. Engagement Activities

Interact directly with our schools and their communities to build partnerships, drive awareness and receive input.

Measuring

Evaluating our activities is key to understanding their impact and reach and helps us identify areas for improvement.

We will track our performance via:

- Number of webpage visits
- Social media audience reach
- Survey responses and correspondence
- Campaign analysis and reporting

