

## Pre-Challenge Task 2017

Task – Obtain community feedback on a service, project or issue

### Aim

- To embed skills learned in a real-world environment
- To engage a range of people externally and internally, including senior management
- To bring real value in obtaining community feedback on an existing issue, service or project

*“Learning is the process whereby knowledge is created through the transformation of experience. Knowledge results from the combination of grasping experience and transforming it.” – David Kolb 1984*

The 2017 Pre-Challenge Task uses the concept of experiential learning to reinforce the knowledge to be gained by the challenge. The task will be far from theoretical, it will involve thinking, acting, reflecting and conceptualizing – the four steps as outlined by David Kolb in his book **‘Experiential Learning: Experience as the Source of Learning and Development.’**

Kolb states that to learn effectively from experiential learning the participant must:

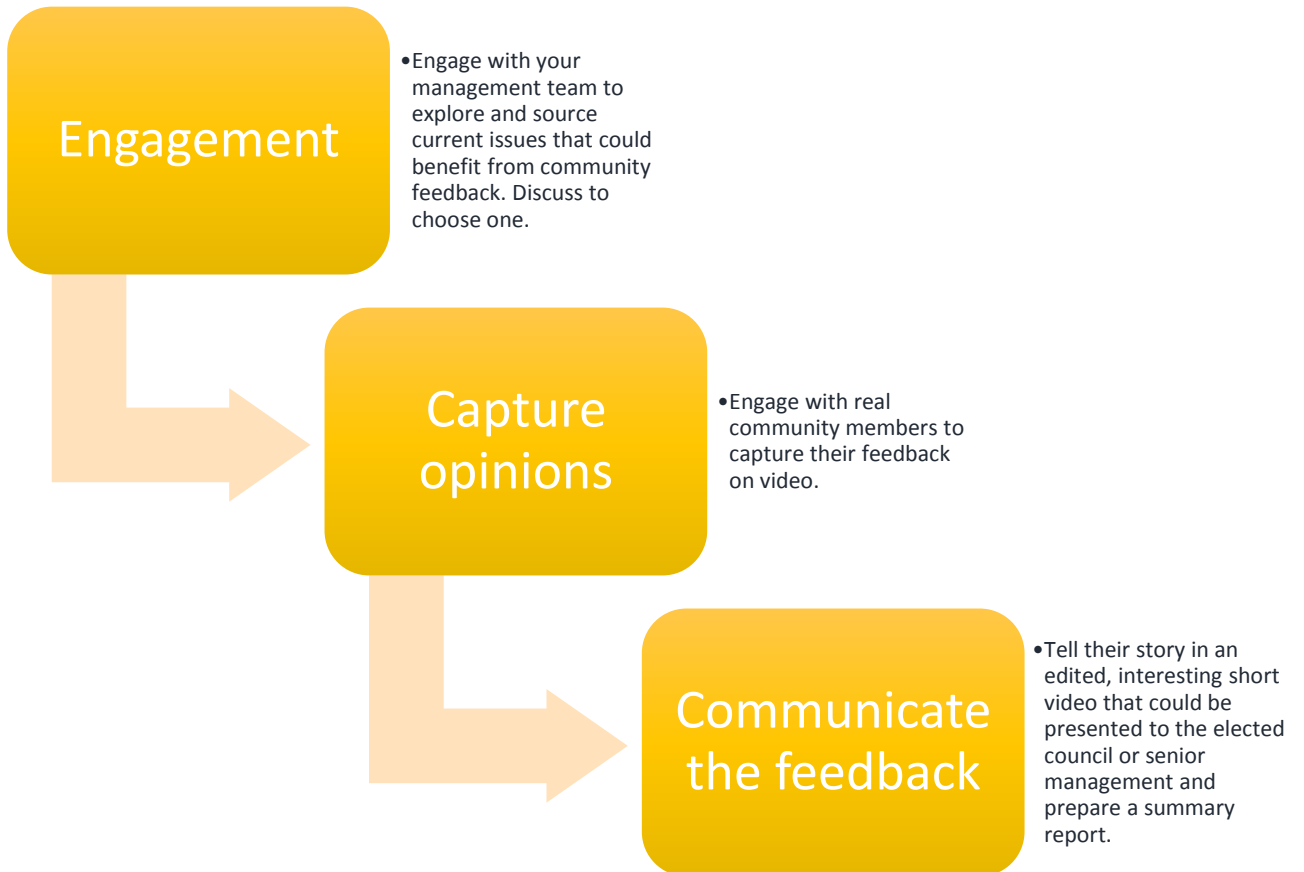
- be willing to be actively involved in the experience
- be able to reflect on the experience
- possess and use analytical skills to conceptualize the experience
- possess decision making and problem solving skills in order to use the new ideas gained from the experience

Accordingly the task will involve all of these elements and is also aimed at providing some real, valuable information back to your council.

This year there will be three components to the Pre-Challenge Task:

1. **Engaging with management at the council** - each team will need to engage with senior management at their council to discuss alternatives and determine an issue, service or project that would benefit from community feedback at this time.
2. **Engaging with the community** - each team will then need to engage with real community members to obtain feedback. The teams will video these interactions in order to build a meaningful presentation.
3. **Turning data into useful information** - Finally teams will use the feedback videos as a basis for developing a short, compelling presentation video that can be used at a senior management level or elected council level.

**The three task phases:**



## **Phase 1 – Engage senior management at your own council**

Phase one will test your ability to engage senior management within your council, discuss and assess priorities and build your study around a real issue.

The aim is to find an issue that will benefit from some real community feedback. It could be a current issue for the community and council, a service that council would like some feedback on or a proposed project or service. Some thought starters are:

- Obtaining feedback on user satisfaction with a service, such as 'Story time with mums and bubs' at the local library
- Gathering community feedback on whether council should take a more active role in supporting small businesses in the local community
- Seeking community feedback on a proposed change to a service such as waste management – e.g. a change to the way that hard waste is collected

## **Phase 2 – Capture community opinions**

Phase two of the Pre-Challenge Task requires your team to engage the community on the issue/service/project. You'll need to think about how you will communicate your message to them, how you will choose the participants, how to craft the questions that you ask them to deliver actionable outcomes – and finally to video all of the responses that you will later edit into an overall presentation. You'll need to get the permission of participants to be filmed – a sample Talent Release Form is attached, but your council is also likely to have one.

### **NB – this is not intended to be a full community consultation exercise**

For time and cost reasons the task does not require large numbers of people to be interviewed as may normally be desirable in a community engagement or consultation exercise. Rather, this is an exercise to use your thinking and planning skills to find a small number of people - probably five to eight community members who are in a position to provide relevant feedback to the issue. Think about the following:

- WHAT is the issue/service/project?
- WHY is it important to the community?
- WHEN will it happen?
- HOW will it affect the community?

Also consider:

- How will you choose the selected participants?
- How will you inform them of the issue?
- What questions will you ask them to generate valuable feedback on the issue?
- How will you engage them to get their feedback on video?

Each participant video will need to be short – probably less than two to three minutes as you'll need to arrange the responses into an overall presentation. In two to three minutes you can ask a fair number of questions if needed.

The videos don't have to be of outstanding quality but be aware they need to be edited into an overall presentation that is of value to your council. Videos that are too noisy, too quiet, or blurry, for example, will be less valuable. With some thought to location and background noise any smartphone video should be adequate.

### **Phase 3 – Making the story relevant - Deliverables**

You have already identified the issue/service/project and now you also have a range of feedback captured in a series of short videos.

Now you need to communicate that feedback in a meaningful way.

#### **Video Presentation – five minutes**

Turn the feedback into a YouTube video presentation that clearly outlines what the issue is and how the community sample feel about it. The video should be suitable for a presentation to senior management or elected members. Depending on the issue/project/service, you may also consider if the video (or parts of it) could be used for promotional purposes.

Use the verbatim comments you have in the videos as supportive examples but also use descriptions and summaries as necessary to tell the story. You'll need to include:

- What are themes of the feedback?
- Are the community members suggesting potential actions?

#### **Summary Report – no longer than three pages**

Write a report to the CEO (or your elected council) about your findings, the process you followed to collect the feedback and your recommended action plan for council to follow for this issue/service/project.

Assessors will be grading your video presentation and report on clarity, relevance to the topic, evidence of a professional approach and consultation process and of course on the ability to provide a clear direction for council.

#### **Guidelines for the Pre-Challenge Task Submission**

You are required to submit two assessable deliverables for this task:

- YouTube video – five minutes
- Report – up to three pages

Please also include a title page that clearly shows which team you are plus a permission statement to allow use of your materials by LG Professionals.

*NB - Permission Statement: A summary report of the Pre-Challenge Task submissions will be prepared and distributed to the sector as a resource after the Management Challenge. Any material which is copied or quoted from the task will be attributed as ideas or opinions of team members, but may not represent those of their councils. Pre-Challenge Task videos may also be used at sector events and as an online resource material.*

If you have formed a composite team just let us know which council the report refers to and **how** you approached the task.

#### YouTube video

- When uploading your video, in the Privacy Settings drop down menu, select 'Unlisted'
- Describe your submission with a title and brief description
- Include the link in your report submission

#### Report

- Please use our file naming convention for your report: (team name).(council name).(state/NZ/territory)

**You will need to email the report and link to your YouTube video in a single document and e-mail to [operations@lgprofessionalsaustralia.org.au](mailto:operations@lgprofessionalsaustralia.org.au) by 28 February 2017 5pm AEDT.**

#### Notes

##### **a) Talent release forms**

If members of the public are being recorded a talent release form should be used to validate that the person has given their permission for the video to be taken and shown. A sample is attached.

##### **b) Community engagement**

When undertaking this exercise it is important to be mindful of the Councils Community Consultation Policy and Frameworks.

This exercise is not intended to replace an existing engagement project. The sample size is likely to be very small in comparison to any significant community engagement project. But the outcomes of this exercise could be a useful adjunct to an existing approach or simply a sample of feedback from a relevant audience.



## TALENT RELEASE CONSENT FORM

"The Council" (Council name) is compiling photographic and/or video footage to be used for the purpose of gaining feedback on services, issues or projects.

These images and/or footage may also be used by the Council in a Local Government Professionals Australia Management Challenge as well as potentially on YouTube or other media.

LG Professionals Australia may use the footage in their promotional material.

You acknowledge that you appear voluntarily and of your own free will and agree that you have appeared in this production under the express understanding that:

- **You will receive no payment for your appearance**
- **You will have no right, title, benefit or payment whatsoever from the Council in respect of the footage or its use**
- **The Council may edit, reproduce, enhance or modify the images/footage without reference back to you**
- **The images/footage may be used in the production of informational, promotional or other publications that the Council might produce from time to time**
- **The images/footage may also be used to promote the Council services, programs, events, developments and facilities.**

**I have read the above and agree to fulfil my obligations as set out.**

.....  
Name

.....  
Signature

.....  
Date

**NOTE: If the person signing above is under the age of 18, their parent or legal guardian must also sign below.**

I, the parent/guardian of the person signing above ("my child") have read the above form and agree that my child appears in this production with my consent, voluntarily and of his/her own free will.

I agree to be bound by the terms of this form on my own behalf and to ensure that my child fulfils his/her obligation as set out.

.....  
Name

.....  
Signature

.....  
Date

**OFFICE USE ONLY**

Location

Event/Program/Issue