Interviewing Council - Protocol and Rationale

General
The interviews / surveys operate on several different levels (individual, organisational and political). They represent an opportunity for information exchange, to identify gaps and issues, to inform future directions, and to secure organisational and political support.

Who?
We are interested in interviewing / surveying individuals within Council who have an impact on stormwater, either through policy and planning, or in practice. This includes a wide range of people across the organisation from Councillors and senior level staff such as the General Manager and Directors, to Managers and front-line staff.

- Councillors play an important role in stormwater management in terms of political leadership, and potentially represent a key source of the support for integration, sustainability and capacity building within Council
- Members of the Executive Team have an important role in stormwater management in terms of organisational leadership, specifically their endorsement of the project and related organisational processes (they play an integral role in facilitating support for the project among other staff)
- Management level staff have an important role in stormwater management at a policy level. They have a key role in the coordination of ongoing organisational processes through to practices following project completion
- Front-line staff are a key source of information due to their 'hands on' knowledge of stormwater issues (and provide important information re practices, potential improvements etc.)

What?
The key objective is to identify opportunities for sustainable integration. We are seeking information relating to stormwater management including what staff perceive as the key issues relating to stormwater, what processes and practices currently exist, and how staff believe these could be improved to more effectively manage stormwater.

Why?
The objectives of the interviews / surveys are to:
- introduce the project and to provide clear information about project aims;
- promote the project as both a Council initiative and a useful tool for Council;
- allay the concerns of individuals (re the implications of the project for Council and to engage with individuals at both personal / professional and organisational levels in order to develop integrated ownership of the project across Council);
- obtain useful information (such as identifying key sites for change);
- provide individuals with an opportunity to ask questions about the project and to discuss what they perceive as the potential benefits of the project (at both personal and organisational levels);
- discuss opportunities for organisational change and integration; and
- to establish base line data against which project outcomes can be measured over time (pre- and post test data).

How?
This information will be used to:
- identify values, attitudes and behaviour in relation to stormwater and community involvement; and
- identify potential sites of change for more effective stormwater management / practices.