

Premier and Cabinet Circular

PC 036 – BEST PRACTICE STAKEHOLDER ENGAGEMENT



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Best practice stakeholder engagement

Fundamental to an efficient, open and collaborative government is best practice stakeholder engagement. It allows the development of strong, effective and sustainable policies and services that meet stakeholder and community needs and aims to deliver better outcomes.

This circular outlines the South Australian Government's approach to best practice stakeholder engagement based on Better Together: Principles of Engagement. Better Together was developed under the auspice of the Senior Management Council (SMC), and approved by all Chief Executives on SMC in September 2012.

Benefits to Government and Citizens

The implementation of a best practice approach to stakeholder engagement across the South Australian Government builds trust with stakeholders and the community by providing a coordinated approach to engagement. This avoids duplication of consultation with the same audience and creates efficiencies for government by allowing better planning and sharing stakeholder feedback among agencies reducing costs.

Use of the whole of government online consultation platform (yoursay.sa.gov.au) reduces duplication in the costs of website design, development, hosting and online promotion. It offers citizens a trusted, single-entry point to engage with the government, building trust and accountability. It also addresses cyber security concerns with a centralised data hosting capability.

Better Together Principles of Engagement

Better Together provides a set of principles to guide government agencies towards best practice stakeholder engagement acknowledging the complexity, breadth and variety of engagement activity required across government.

The Principles outlined below are designed to be used by agencies to develop tailored engagement strategies dependent on the topic/question being addressed, the community or stakeholders that need to be involved and the level of influence they will have over the decision.

The six Better Together Principles of Engagement are:

Principle 1: We know why we are engaging

Principle 2: We know who to engage

Principle 3: We know the history

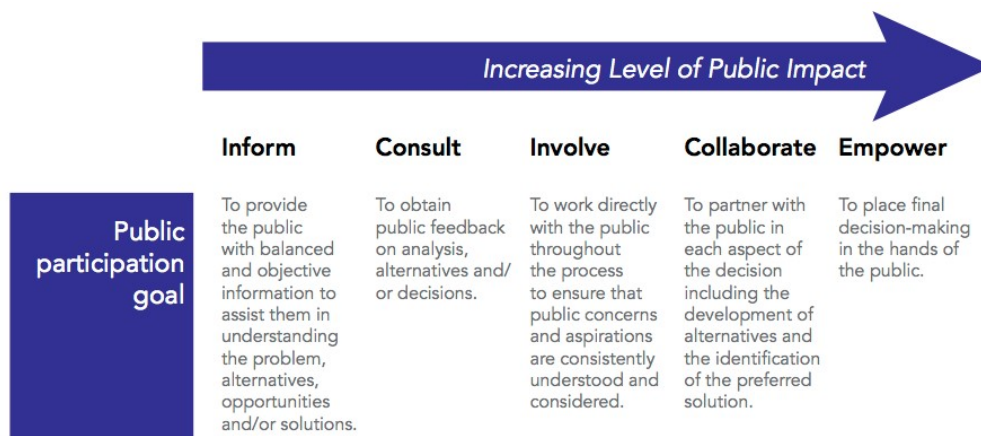
Principle 4: We start together

Principle 5: We are genuine

Principle 6: We are relevant and engaging.

The Principles are underpinned theoretically by the International Association of Public Participation (IAP2) Spectrum of Public Participation. IAP2 was founded in 1990 in response to the rising global interest in public participation and is in use in more than 26 countries around the world.

The IAP2 Spectrum of Public Participation is designed to assist in developing engagement strategies and reflects the differing levels of engagement dependent on the goals, timeframes, resources and levels of concern in the decisions to be made. It aims to build trust by setting out the commitment made to the public at each engagement level to provide transparency about the level of influence of the decisions being made.



Whole of government online consultation platform

The whole of government online consultation platform (yoursay.sa.gov.au) is available to all agencies to raise awareness of and consult on significant policy, service or program development that might impact stakeholders or the community. The platform is supported by a digital and social marketing program to promote activities to the South Australian community.

Consultancy, compliance and governance

The Strategic Engagement team within the Department of the Premier and Cabinet is responsible for supporting best practice stakeholder engagement across the whole of government including:

- providing expert consultancy to government agencies regarding stakeholder engagement strategy development and implementation; including the best use of tools and resources available
- raising awareness of the value and benefits of best practice stakeholder engagement and the Better Together Principles of Engagement

- supporting the delivery of capacity building programs to increase skills in best practice stakeholder engagement
- supporting the whole of government online consultation platform and supporting agencies to access its services
- providing expert advice to agencies in marketing and promotion of engagements including social media, stakeholder capacity building, business and community sector relations, as well as data analytics and insights.

The Strategic Engagement team will lead any reviews and updates of this circular, including the Better Together website (bettertogether.sa.gov.au) which hosts resources, guides and templates to support best practice engagement.

Document Control

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For more information

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