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Premier and Cabinet Circular

PC036 – COMMUNITY AND STAKEHOLDER ENGAGEMENT



Effective from November 2023

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Purpose statement

Best practice community and stakeholder engagement is fundamental to good government. It provides the platform to develop strong, effective and sustainable policies and services that meet community needs and deliver better outcomes.

This circular establishes agreed principles for stakeholder engagement and ensures a single online point of contact between the community and government for policy engagement.

Using YourSAy and having a common approach to engagement builds trust with citizens and demonstrates transparency in government engagement processes while strengthening accountability for outcomes.

Context

Government agencies consult with a variety of stakeholders on many policy matters.

Having a coordinated, consistent and centralised approach to community engagement:

- avoids duplicating consultation with the same audience
- creates efficiencies through better planning and sharing of stakeholder feedback among agencies
- reduces duplicating costs associated with website design and maintenance, web hosting and online promotion, and
- addresses cyber security concerns with centralised data hosting capability.

The Department of the Premier and Cabinet (DPC) supports strategic, whole of government community and stakeholder engagement through the YourSAy website, expert training and advice.

Authority and accountability

DPC assists agencies to deliver best practice online community and stakeholder engagement through the YourSAy platform (yoursay.sa.gov.au) and Better Together program (bettertogether.sa.gov.au).

DPC is responsible for ensuring the engagement principles remain contemporary and fit for purpose, and running and maintaining the YourSAy platform.

Chief Executives are responsible for ensuring their agency is aware of the requirements of this circular and apply it appropriately.

Application

Better Together: Principles for engagement

All agencies must follow Better Together: Principles of Engagement to ensure they are undertaking best practice stakeholder engagement.

Principle 1: We know why we are engaging

Principle 2: We know who to engage

Principle 3: We know the history

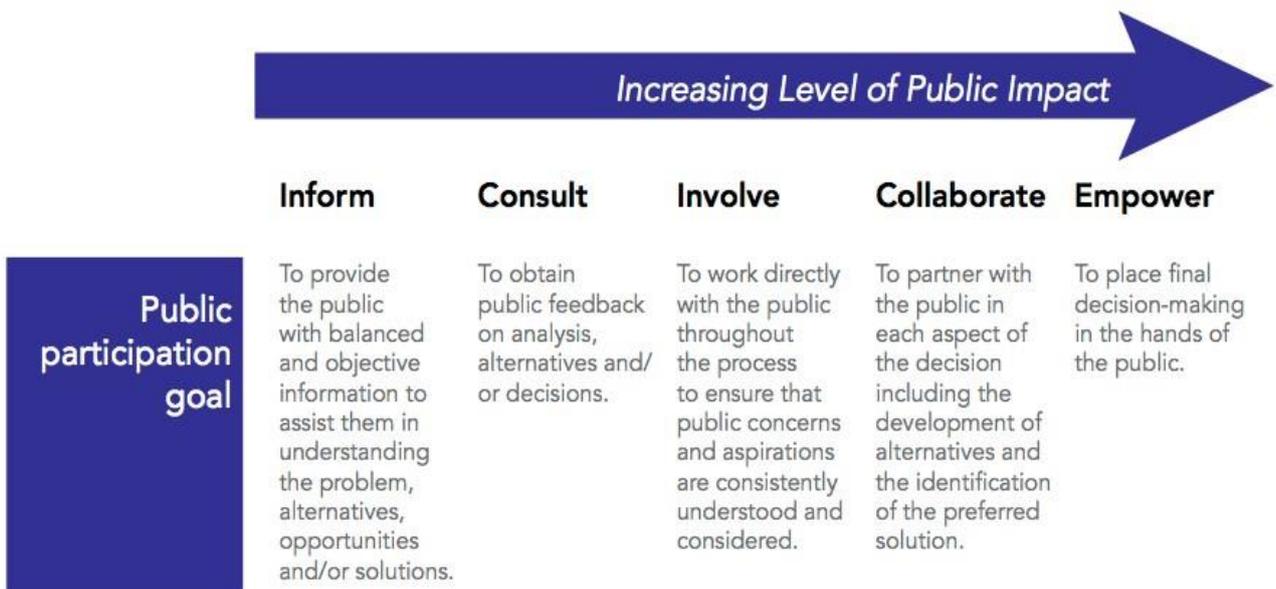
Principle 4: We start together

Principle 5: We are genuine

Principle 6: We are relevant and engaging

These principles:

- recognise the complexity, breadth and variety of engagement activity required across government,
- are underpinned by the International Association of Public Participation (IAP2) Spectrum of Public Participation which reflects differing levels of engagement dependent on the goals, timeframes, resources and levels of concern in the decision to be made, and
- should be used to inform tailored engagement strategies which consider the topic being addressed, the community of stakeholders that need to be involved and the level of influence they will have over the decision.



YourSAy

Agencies are required to use the YourSAy platform as the online tool to consult on significant policies, services or program developments that might impact the community. This includes reporting back to the community on outcomes on the YourSAy website.

The YourSAy engagement platform is supported by digital and social marketing to promote engagement activity to the South Australian (SA) community. South Australians are also able to 'opt-in' to hear about engagement opportunities as they become available via YourSAy.

Exemptions

Any agency or authority must receive explicit consent from the DPC CE to be exempt from the requirements outlined in this circular.

Monitoring and compliance

The DPC Strategic Engagement team:

- monitors and reviews engagements undertaken on the YourSAy platform
- advises agencies on how to apply the principles when they are developing strategies, including the best use of tools and resources available
- supports and advises about promoting engagements.

To support compliance with this circular the DPC Strategic Engagement team delivers training to increase skills across government.

Distribution and publication

This circular will be published on the DPC website.

DPC will write to all Chief Executives when the circular is published or updated.

Document Control

Review number: 3
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Next review date: April 2026

For more information

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