**Engagement Plan**

An engagement plan takes you through a step by step process to guide planning, engaging and reporting successful and appropriate engagement activities for your project.

Engagement Plan

Project: \*Insert title\*

Prepared By: \*Insert name\*

Date: \*Insert date\*

*The red guiding text has been provided to prompt your thinking about what you may need to consider for each stage. You can delete it as you go and replace with text relating to your project.*

Background Information

Gather and compile background information on the project, from its very beginning through to its current status.

Work with staff and stakeholders, review past reports or strategies and research related studies, media articles and press releases.

Draft a clearly written background information statement and a project purpose statement.

*If you have followed the* ***Prepare*** *process you can simply copy and paste this information here.*

*Please visit the Better Together website to see what tools you can use to help guide you.*

[*www.bettertogether.sa.gov.au/prepare*](http://www.bettertogether.sa.gov.au/prepare)

Purpose of engagement

Craft a clear statement that summarises:

the purpose of the project,

the opportunity to be explored,

the problem to be solved,

the decision to be made and

the 1of influence the community can have on the project outcome.

A clear statement should be:

reflective of the needs of decision makers and the public

expressed clearly in common language

a statement that the majority of stakeholders can live with.

Keep the language concise and to the point.

Where possible limit its length to one paragraph

Engagement Objectives

Engagement objectives are where you can start to ‘upack’ your engagement purpose statement.

Here you can be really clear about each stage of engagment.

Remember – a good objective is Succint, Measurable, Achievable, Realistic and Timely (SMART)

For example, you may have developed the following purpose statement

*“The purpose of the engagement is to consult with affected stakeholders during May 20xx to seek their level of support for the proposed laneway closure for an upcoming event in mid July 20xx”*

Your objectives may then be to:

* Inform the community of the proposed laneway closure at the beginning of May 20xx and the rationale as to why this is required.
* Promote engagement opportunities during May 20xx - input is required by May 20xx.
* Consult with directly affected stakeholders via a survey to identify how they currently use the laneways and how their needs can be considered in the negotiable aspects of the closure.
* Inform the community the consultation period has closed - end of May 20xx, and when you will be in touch with them about the outcome - June 20xx.
* Follow up any queries or concerns and summarise key themes in survey using an engagement report.
* Inform the community of how their input was considered by distributing the feedback report by mid June 20xx.
* Provide a project information update to explain the closure of the laneways by start of July 20xx.

Stakeholder and Community Analysis

*This table identifies stakeholders who may be impacted by the decision and those who will influence the outcomes of the engagement process. The level of impact / influence will help to determine the level of stakeholder engagement and communication required.*

*\*There are a number of tools you can use to identify your stakeholders. Please visit the Better Together website to see examples to suit your project.*

[*http://bettertogether.sa.gov.au/prepare*](http://bettertogether.sa.gov.au/prepare)

**Stakeholder**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stakeholder** | **Interest / Impact / Influence** | **Expectations** | **IAP2 Level** |
| *Ministers* | *High interest, impact and influence.* | *That they will remain informed of community feedback and the engagement process as it progresses* | *Involve* |
| *Business owners* | *Medium interest / high impact / medium influence* | *That they will be invited to participate in the decision to ensure their needs are considered during the closure* | *Consult* |
| *Traffic users and pedestrians* | *Medium interest / high impact / low influence* | *That they will know how to easily access alternate routes during closure and know when it is occurring* | *Inform* |
| *Event organisers* | *High interest / high Impact / high influence* | *That they will receive the support required from the Department to facilitate a successful event* | *Consult* |
| *General public (community)* | *Medium interest / low impact / low influence* | *A good experience at the event* | *Inform* |

Engagement summary table

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| Project Stage | Engagement Level & Objective | Stakeholders | Technique/s | Who & Where | Estimated Timing |
| ***List the stage*** | ***State the lAP2 level to be used (Inform, Consult, Involve, Collaborate, Empower) and the objective of the engagement activity for each stage.*** | ***List key stakeholder groups from your stakeholder identification worksheet.***  ***Stakeholder list may vary per project stage.*** | ***Describe the activity and techniques being used for each stage - eg mail out, workshop, online survey, focus group*** | ***Insert name/s of responsible officer and where the activity is to occur*** |  |
| *Planning* | *Involve* | *Ministers* | *Ministerial briefing* | *Department* | *Month 20xx* |
| *Planning* | *Consult* | *Event Organisers* | *On site meeting*  *Briefings*  *Traffic planning session* | *Traffic engineers*  *Communications department*  *Community Engagement Coordinator* | *Month 20xx* |
| *Planning* | *Consult / Inform* | *Business owners*  *Traffic and pedestrian users* | *Information update/flyer*  *Website*  *Online and hard copy survey*  *Door Knock business* | *Community Engagement Coordinator* | *Month 20xx* |
| *Feedback* | *Inform* | *Business owners*  *Traffic and pedestrian users*  *Event Organisers*  *Ministers* | *Feedback report*  *Website update* | *Community Engagement Coordinator* | *Month 20xx* |
| *Implementation* | *Inform* | *Business owners*  *Traffic and pedestrian users, community* | *On site signage for alternate route*  *Media release, website, social media.* | *Signage team*  *Community Engagement Coordinator* | *Day / Month / Year* |

*You may need to develop an Action Plan or program to outline when and how these activities will be implemented and by whom.*

*Check with your agency if they have a project management system with a template or tools that may assist with this.*

Key Messages

Consider developing key messages with your project team / working group to communicate consistent messages during the engagement process.

These key messages will form the basis of all communications materials and for use with stakeholder meetings.

Key messages could include:

* Relevant background information
* High level project/policy/initiative overview
* Project / initiative timeframe
* Purpose of the engagement process
* Overview of engagement process / key timing
* What can the community influence and how will feedback be used
* What is your promise to the public? (refer to [IAP2 Spectrum](http://www.iap2.org.au/documents/item/84))
* Outline what is negotiable and what is NOT negotiable.
* Status of funding – i.e. if your initiative is not curently funded, let the community know during the engagement process to manage expectations.

Parameters and Limitations

Consider your available budget to conduct engagement activities. This can impact the kind of techniques you may use. Think about budget considerations for the engagement – separate to the project budget.

Consider the timeline of key dates and project milestones for delivery of your project. Ensure that the dates comply with any specific legislative requirements.

These types of considerations can be parameters or limitation to your project engagement, which neds to be considered in the planning.

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| --- | --- |
| Type of limitation/parameter |  |
| Staff capacity and skills | *e.g. Our Communications staff member is unavailable during June 20xx– we will need to consider using external resources to assist us to develop our information* |
| Government meeting dates information may be required by | *It will be important to provide a summary of the feedback at the departments meeting by 15 June 20xx* |
| Legal requirements you need to abide by |  |
| Time to engage a consultant if required |  |
| Time needed to complete enagement |  |
| Consultation period |  |
| Key organisational milestones |  |
| Adverts/Notices dates |  |
| Dates of face to face activities |  |

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| **Negotiables and Not negotiables** | Negotiable | Not Negotiable |
| **What elements do stakeholders not have any opportunity to influence?**  **This may be due to safety, technical or legislative requirements** | |
| *Length of laneway required for closure* | *Height of temporary fencing required (as per Australian Standards)* |
| *Alternate route can be negotiated* | *Timeframe lane closed for (as per event requirements)* |
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| **Engagement Risks** | Issue | Response |
| *IT systems such as online survey does not work properly* | *Prepare and provide hard copies as well*  *Speak with IT about options if this occurs* |
|  | *Stakeholders you want to engage with, not participating* | *Ensure a variety of communication and engagement techniques*  *Door knock the businesses with a high level of impact* |
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Reporting back

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| How will you respond to your participants | Who will do it | When |
| *Phone call/email follow up as issues raised during survey process* | *Project team* | *During engagement in May 20xx* |
| *Build on FAQs on website and update during engagement process* | *Community Engagement Coordinator* | *During engagement in May 20xx* |
| *Formal feedback report* | *Community Engagement Coordinator* | *June 20xx* |

Evaluation

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| --- | --- | --- | --- |
| **What success looks like for:** | **The project team** | **The decision maker** | **The stakeholders** |
|  |  |  |

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| --- | --- | --- |
| Evaluation measure | How we will measure | Who will do it |
| How successful was the engagement? |  |  |
| What could we do better? |  |  |
| What did we learn? |  |  |

Checklist

Before you send your engagement plan for sign off take some time to think….have you?

* Had input from others in your team or work group?
* Asked for some feedback and proof reading?
* Spoken with the Better Together team about your approach?

It is useful to read over your plan with others to identify how you have met each of the Better Together Principles

* We know why we are engaging
* We know who to engage
* We know the history
* We start together
* We are genuine
* We are relevant and engaging

Sign-off

Discuss with the project manager who is the appropriate body to sign off this Engagement Plan. Obtain their approval prior to commencing with implementation.

|  |  |  |  |
| --- | --- | --- | --- |
| Full Name: |  | | |
| Position Title: |  | | |
| Signature: |  | Date: |  |