

Stakeholder Identification Table

The following table categorises stakeholders into broad groups, identifies their potential role in decision-making and level of interest in and /or influence on the project outcomes. This is a useful reference sheet when developing an engagement plan.

Stakeholder Group	Role in decision-making	Interest/ Influence/ Impact	Examples of Key members
Residents/rate payers/service users including visitors	Influence project decision makers.	Interested in new projects or policies that they may perceive to impact them. Interested in services and programs delivered by the City of Busselton.	Rate payers; residents, service and program users; renters of Council facilities and buildings. Hard to reach stakeholders. Broader community including visitors.
Directly affected stakeholders	Share interests, concerns and preferred outcomes. These should be taken into account during planning, development and delivery.	Directly impacted by project (for example land acquired or abutting construction zone). Potential impacts on business operations. Potential impact on lifestyle amenity. Potential local community impacts (e.g. noise, road closures, parking, traffic). Potential impacts on transport network or accessibility.	Private property owners/local residents; Local businesses and traders; Major retailers and businesses; Property developers; Hospitals / Health research institutes; Universities / schools; Religious groups; Commuters (road, public transport, cyclists, pedestrians).

Decision makers	Create and implement legislative and regulatory processes relevant to the decision.	Their decisions, actions and feedback will significantly impact or influence project cost, design and delivery.	City of Busselton Councillors; CEO; relevant State and Federal Ministers; legislative decision-makers.
Project partners	Partner in the development and delivery of the project and have a significant role in approving project decisions.	Potential involvement and advice in development and delivery of the project.	Local Government; Relevant State and Federal Government; Government Agencies; Service providers; Community groups (e.g. Geocatch)
State Government Agencies / Regulators	These stakeholders will have significant influence over key project decisions. Some agencies will have a significant approving role in project decisions.	Aim to ensure statutory requirements are met. Their decisions, actions and feedback impact or influence project design and delivery. (In some cases, they are providers of grant funding for a specific outcome).	Busselton Water; Department of Biodiversity Conservation and Attractions; Department of Education, Environmental Protection Authority; Department of Fire and Emergency Services, Department of Health; Heritage Council of WA; Department of Jobs, Tourism, Science and Innovation; Landgate; Department of Sport and Cultural Industries; Lotterywest; Main Roads WA; Department of Mines, Industry Regulation and Safety; Department of Planning, Lands and Heritage; Department of the Premier and Cabinet; Department of Primary Industries and Regional Development; Department of Transport; State Emergency Management Committee; Water Corporation; WA Police Force; Western Power; Workcover.

Business customers	Ability to influence project decision makers.	Interested in new projects or policies that they may perceive to impact them.	Local businesses in the City of Busselton; local chambers of commerce, National and international business (e.g. Jetstar, Rio Tinto).
Land developers	Ability to influence project decision makers.	Projects or policies that may impact or support their development projects.	Large landowners who are developing land for commercial or residential uses.
Peak bodies, industry groups including Local Government Associations and Networks	Provide critical policy and delivery advice and play a central role to shaping broader perspectives.	Impacts on the stakeholders they represent.	Geographe Wine Association; Western Australian Farmers Federation; Regional Arts WA; Safework WA; CapeRoc, Regional Capitals Australia; Walga
Traditional owner groups	Input into implementation and design. Input cultural expertise.	Impact on cultural values and access to land.	Wadandi Bibulmun People Undalup Association South West Aboriginal Land And Sea Council
Special interest groups	Ability to influence project decision makers. Ability to enhance project outcomes.	Project impacts/benefits in relation to each group's specific interest areas. Potential involvement and advice in development and delivery of the project.	Environmental Groups e.g. FAWNA Residents Groups eg. Port Geographe Landowners association Action Groups e.g. Bay to Bay Action Group

Key Influencers	Ability influence project decision makers.	Interested in the impact on communities and / or portfolios they represent.	Relevant State and Federal Members or Parliament; public commentators / technical experts / universities.
Media	Ability to influence project decision-makers and readership.	Provide communication channels to reach other stakeholder/audience groups and can directly influence their perceptions, attitudes and behaviours.	National, metropolitan, regional and local print; television; radio and online media outlets (including social media and blogs).
City of Busselton Employees	Ability to influence broader perceptions of the project internally and externally. Provide additional information about related activities for consideration.	Interested in activities of the City of Busselton and how those activities / decisions impact on their work.	Service Delivery; Customer Relations, etc.