

Hard to Reach Stakeholders – Who are they and how do we reach them?

Group	Why they are hard to reach	Engagement Strategies
Culturally diverse communities	<ul style="list-style-type: none"> • Language can be a barrier to participation. • They can be unfamiliar with the government and decision-making environment in Australia. • There may be complexity with cultural differences to consider, for example, certain cultural or ethnic groups may not mix or some people may not be comfortable in a mixed gender forum. 	<ul style="list-style-type: none"> • Use existing networks and groups to connect with culturally and linguistically diverse communities. • Communicate project/issues visually for example using story boards • Go to where they are for example, culturally diverse communities have high participation rates in sport. • Consider multilingual signage. • Interpreters may be necessary to ensure complex issues are fully understood and information may need to be distributed in key community languages. • Provide incentive payments or vouchers for people to attend engagement events as some people may find it difficult to cover the costs such as transport and childcare. • Involve experienced members from the relevant community in the facilitation of the engagement.
Aboriginal and Torres Strait Islanders	<ul style="list-style-type: none"> • They can have significant demands for their time and knowledge. • They may experience consultation fatigue. • They may have a history of engaging without feedback or results. • They may not feel comfortable speaking up in a mixed forum having experienced discrimination. 	<ul style="list-style-type: none"> • Liaise with someone who has existing connections with the community. • Be flexible in your approach as things may come up and affect your arrangement, or conversations may take longer. • Be prepared to make a space for discussions with just Aboriginal groups, without other communities' present. • Choose a comfortable and familiar setting for your engagement. • Understand and adhere to different cultural protocols, for example, introductory protocols and sharing of knowledge and culture protocols (how to introduce and acknowledge people remember not all Aboriginal people are considered "Elders" within their community).

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People with a disability	<ul style="list-style-type: none"> • People with disabilities can experience physical and/or intellectual barriers. • People with disabilities may need to be accompanied by a carer, which can be costly. • People with disabilities may be more time limited, for example can only do activities between 11am - 2pm. 	<ul style="list-style-type: none"> • Allow adequate time – some people with disabilities may need more time to voice their opinion, they may prefer to do so in written format or may need the discussion topic prior to the engagement activity to prepare their contribution. • Ensure the setup of your room allows easy access for example, have enough room between tables for a wheel chair and for people who have a sight impairment to move through • Provide incentives for carers as well as people with disabilities. In particular, transport can be expensive for people in wheelchairs, be prepared to cover maxi-taxi costs • Be mindful of catering provisions. • Auslan interpreters may be required for meetings if people with a hearing impairment are attending • Travel to your participants if possible. • Social media and online forums can help increase accessibility for people with a disability. Ensure online materials are accessible for tools such as screen readers.
Young people	<ul style="list-style-type: none"> • Most young people are not used to participating in a public forum, and may lack the confidence to do so or find the format not stimulating. 	<ul style="list-style-type: none"> • Design engagement formats that are youth friendly and stimulating • Spend time to build confidence - provide training, support and the opportunity

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	<ul style="list-style-type: none"> • Young people can find it difficult to make long term commitments. • Young people are very busy with school, extracurricular activities and family commitments. • Young people have less mobility and may rely on parents to transport them. • Young people are saturated with information and activities to take part in - the culture for many is to 'sign up' to things they are interested in but not decide until the day if they are going. • Young people are less likely to be paying for services or financially tied to property, therefore, they may not understand the projects relevance to them. 	<ul style="list-style-type: none"> • Use multiple online platforms to promote for example Facebook, Snapchat and websites - make sure the promotional material is eye-catching and appealing to young people • Use existing school networks and youth groups • Commitment needs to be short-term and finite • Recognise their contribution by providing incentives, such as vouchers and provide food. • Be specific in communication about why your project is relevant to them and their future. • Confirm with the young people 1-2 days before the event, to remind them about the engagement and why they should participate. • Involve young people to design and lead the engagement activities.
Older community members	<ul style="list-style-type: none"> • Older community members can feel that they are 'too old' to contribute and that their opinions are not relevant. • Older community members can be busy. • Older community members may not use social media or have access to the internet. • Older community members may experience physical and/or intellectual barriers. • Older community members may not feel safe going out at night. 	<ul style="list-style-type: none"> • Use existing networks, groups and clubs to connect and engage older community members. • Send letters of invitation – consider email and postal. • Take the time to listen to their stories - one-on-one engagement may be the best way to make sure their stories are heard. • Choose an easily accessible venue that is familiar and comfortable. • Consider the time of day of your engagement activities - make sure it is appropriate for older community members. • Provide information in hard copy formats. • Engage over the phone where appropriate.

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	<ul style="list-style-type: none"> Older community members may be less mobile, because they no longer drive. 	
Young families and primary carers	<ul style="list-style-type: none"> Young families and primary carers may not be able to leave their children or the person they are caring for home alone Young families are very time poor. 	<ul style="list-style-type: none"> Consider the best time of the day to hold engagement activities. Activities held during the day may be more appropriate for families and primary carers. Attend events, activities they are already going to e.g. immunisation sessions, park/fun days, school carnivals. Provide incentives as payment e.g. vouchers Make engagement activities family friendly, hold events that families and primary carers can bring their children and/or person they are caring for. Make sure your engagement space/venue is safe and contained. Keep engagement activities short and easy to do even when holding a child.