

City of Busselton Stakeholder Engagement Plan

Project / Proposal Title:	
ECM Reference:	
Project Manager:	
Position Title:	
Phone:	
Public Relations Team member:	

Approval sign off

	Name	Signature	Date
Approver (Manager / Director)/.../20xx
Public Relations Team Member/.../20xx

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 Prepared by:
 Date: dd/m/yyyy
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How to use this template

Explanatory notes and examples are in blue. Please delete as you complete each section.

BACKGROUND INFORMATION

What is your project about?

Concisely describe the:

- decision to be made,
- problem to be solved, or
- opportunity to be explored

Include relevant information from past reports, engagements and research.

The Stakeholder Engagement Plan is an internal document, however, if you decide to copy this background information directly for use in your public documents (e.g. Your Say Busselton), make sure you're writing for the community... avoid jargon and technical language, keep it simple.

STRATEGIC KEY GOAL LINK

Which theme(s) and actions from Council's Strategic Community Plan 2021-2031 does your project align with?

LEGISLATIVE REQUIREMENTS

Do you have a legislated requirement to engage? If so, you may have specific obligations to fulfil as part of your engagement.

PURPOSE OF YOUR ENGAGEMENT

Write a clear statement about why you are engaging and the decision to be made or what you hope/need to find out. What do you want to achieve at the end of the process?

Perhaps you are.....

- providing an opportunity for people to inform and influence Council decision making?
- seeking local knowledge?
- building ownership and support within the community and with key stakeholders?
- informing the community of facts relating to your project and why it is being proposed?
- aiming to restore trust and build relationships with community?

What tangible products do you want to produce from the stakeholder engagement process? (e.g. research, a report, policy document).

Examples

We are engaging to:

- inform good design that responds to the community’s needs.
- gather ideas for innovation, future possibilities and partnerships.
- work with specialists and incorporate best practice.
- build ownership and support within the community.
- inform community of the process and decision making timeline for the project.
- ensure stakeholders receive no unpleasant surprises during transition to the new service.

We are engaging with city residents, visitors and business users to gain an understanding of common uses and frustrations with regards to parking in the city. Stakeholder feedback will help to better design our parking system with the aim to making it easier and encourage more parking in the city. We are also engaging to co-design and test an app for Smart Parking in collaboration with a user group.

WHAT IS NEGOTIABLE AND NOT NEGOTIABLE?

NEGOTIABLE	NOT NEGOTIABLE
What aspects of the project are non-negotiable and what aspects can the community influence? This may include safety, technical or legislative requirements.	
<p>Examples...</p> <p><i>Length of laneway required for closure</i></p>	<p><i>Height of temporary fencing required (as per Australian Standards)</i></p>
<p><i>Alternate route can be negotiated</i></p>	<p><i>Timeframe lane closed for (as per event requirements)</i></p>
<p><i>How the budget is spent</i></p>	<p><i>Budget amount</i></p>

STAKEHOLDERS

Identify stakeholders who may be interested in, impacted by, or may influence the decision to be made.

Who is important to reach – how can we best reach them? Do you need to engage more innovatively or actively to reach some stakeholders?

Refer Appendix 1 Stakeholder Identification Table and Appendix 2 Hard to Reach Stakeholders for helpful tips and suggestions before completing your stakeholder analysis here.

Stakeholders (Internal and External)	Interest, Impact and/or Influence (High/Med/Low)	Considerations (Their interests/concerns; impacts; risks; hard to reach, etc.)	Tools/Techniques
INTERNAL			
<i>e.g. Councillors</i>	<i>High level of interest and impact</i>	<i>Council will make a decision based on the Strategic Community Plan (2017) with consideration of engagement outcomes.</i>	<i>Report to Council Councillor Briefing</i>
EXTERNAL			
<i>E.g. Port Geographe Landowners Association</i>	<i>High interest and impact</i>	<i>High interest in the project; need to actively engage</i>	<i>Email, offer face to face, site visit-survey</i>
<i>Indigenous Community Members</i>	<i>High interest, impact</i>	<i>Hard to reach; need innovative techniques to engage</i>	<i>Face to Face meetings, individual phone calls, liaison through established Aboriginal Representative bodies.</i>
ADD ROWS AS NEEDED...			

QUESTIONS TO ASK

What do we want to know?

Based on your purpose for engagement and negotiable aspects, what are the questions you need answered? What information needs to be collected?

Make questions simple using language that is easy for people to understand. Avoid 'leading' questions.

Think about how different people will respond to your questions – and ensure those responses will be easy for you to analyse and report on!

KEY MESSAGES

Develop key messages - ensure consistent messages during the engagement process.

These key messages will form the basis of all communication materials and may need to be targeted to specific stakeholders.

Key messages could include:

- High level project overview
- Relevant background information
- Project timeframe
- Purpose of the engagement process
- Overview of the engagement process
- What the community can influence and how feedback will be used
- Outline what is negotiable and what is NOT negotiable. And reasons why.
- Status of funding – i.e. if your project is not currently funded, let the community know during the engagement process to manage expectations.

TIMEFRAMES

Outline how long your engagement initiative should be open for. And key milestone dates. Timeframes may be driven by legislation and / or Council directive.

Example Timeframes:

1-14 May 2020 Targeted engagement with impacted stakeholders (e.g. commercial traders)

- 17 May-6 June 2020 Broader community engagement
- 7-10 June 2020 Review feedback
- September 2020 Policy and Strategy endorsed
- October 2020 Close the loop on engagement process (inform stakeholders of outcomes)

LEVEL OF ENGAGEMENT

Circle or highlight the most appropriate level of engagement for your project. For complex projects you may have different levels for different stages as well as different levels for different stakeholders.

Level of Engagement	Inform	Consult	Involve	Collaborate	Empower
Goal	One-way communication Providing information that will assist stakeholders understand about something that is happening / has happened.	Two-way communications designed to get feedback on ideas and alternatives to inform Council's decision making.	A participatory process designed to identify issues and views before plans are developed or policies drafted. Stakeholders have input and opportunity to influence outcomes on multiple occasions throughout the process. Decision making remains with Council.	Working with Stakeholders to develop an understanding of all issues and interests. Working together to identify alternatives and preferred solutions for joint-decision making.	The final decision making is placed in the hands of stakeholders.
Implementation Guideline (Timing)	Before, during and after a decision has been enacted by the City.	After a draft proposal has been developed. Before Council decision making.	Before, during and after draft development. Before Council decision making.	Before, during and after draft development. Before Council decision making.	Before and during the development of a proposal. Before Council endorsement of a decision.

Council's Commitment	Share information about a decision or outcome with stakeholders.	Gain feedback to better understand stakeholder concerns and preferences AND explore options.	Involve stakeholders in the process so their ideas, concerns, and aspirations are reflected in the options developed or final outcome.	Collaborate with Stakeholders so their advice and recommendations are included in the final decision AND that the final decision will be one made together.	Council will implement what Stakeholders decide.
Role of Stakeholder/ Community	Listen	Contribute	Participate	Partner	Decide

HOW

What's the best way to get the information you need?

You can use a range of traditional and/or innovative engagement tools and techniques. No single technique will suit every issue or every stakeholder.

Using more than one tool or technique is preferred and will provide the opportunity to reach beyond your usual stakeholders and increase representation and participation. Indicate tools to be used. The table below may assist. You can list your selected tools and techniques for engagement here and delete the below table or retain the table and simply delete rows suggesting tools that not appropriate to your engagement project.

Technique / Tool	Low Level of Engagement		Medium Level of Engagement	High Level of Engagement	
	Inform	Consult	Involve	Collaborate	Empower
Advert / public notice	X	X			
Media Release	X				
Social Media	X	X	X		
Onsite Signage / Poster	X				
Public Display / information booth	X	X			
Stakeholder Letter/ Mail Out/ Letterbox Drop	X	X			
Reply Paid Post Cards	X	X			
Survey Online / Hard Copy (Your Say)	X	X			
Online Discussion Forum (Your Say)		X			
Formal Submission (Your Say)		X			
Quick Poll (online or Vox Pop)		X	X		
Phone Survey		X			
Direct Email (CoB / Mail Chimp)	X	X			
Electronic Newsletter (Bay to Bay / Interest Group Related)	X				
Website	X	X	X		
Interview / Face-to-Face / Door Knocking		X	X		
Open Day / Expo / Event / Field Trip	X	X	X		
Public Meeting / Town Hall Style Meeting	X	X			
Council Briefing Session	X	X			
Community Access Session	X	X			
Council Meeting / Electors Meeting	X	X			
Presentation to existing group	X	X			
Focus Groups / Brainstorming		X	X		
Design Charrette (short meeting where members share their work / sketchers / designs)			X		
Facilitated Workshops			X		
Drop in Sessions			X		

Technique / Tool	Low Level of Engagement		Medium Level of Engagement	High Level of Engagement	
	Inform	Consult	Involve	Collaborate	Empower
Convene Reference Group / Advisory Group		X	X	X	X
World / Conversation Café (participants explore topics in small groups in an informal setting)			X		
On site meetings	X	X	X		
Community Ballot (Electoral vote, referendum)					X
Citizen Jury (selected representative group makes recommendations to Council on complex issues after a period of investigation)					X
Participatory Budgeting (community members directly decide on how to spend part of a public budget)					X

ACTIVITY PLAN

Modify or use this Activity Plan template as it suits your engagement project.

The example timeframes given below will help in allowing adequate time for successful engagement.

Refer to the flowchart in the City of Busselton Community Engagement Framework for an over view of the Community Engagement Process.

Stage	Timing	Activity	Target Audience	Budget
Planning	12 July 2021 (min. 4 weeks before launch)	Meet with Public Relations Team to discuss the project and set indicative timeframes.	Community Engagement Marketing/Communications	-
Planning	(min. 4 weeks before launch)	Prepare Engagement Plan for sign off		-
Planning	(min. 4 weeks before launch)	Arrange collateral with Public Relations Team Ensure you have budget and copy.	Marketing/Communications	\$

<i>Planning</i>	<i>(min. 5 days before launch to allow time to build and)</i>	<i>Develop and approve Yoursay page and contents</i>		-
<i>Planning</i>	<i>(2 days before launch)</i>	<i>Approve Your Say webpage and contents</i>		-
<i>Planning</i>	<i>(launch day)</i>	<i>Circulate hardcopy Engagement Packs if necessary</i>	<i>Libraries, Community Centres, Customer Centre</i>	-
<i>Engaging</i>	<i>17 August 20xx 5-7pm</i>	<i>On-site workshop (Young Street)</i>	<i>Property Owners Business Owners Precinct Groups Residents</i>	\$
<i>Engaging</i>	<i>12 Aug – 9 Sep 20xx</i>	<i>Monitor and respond to discussion forum</i>	<i>Engagement Participants General Public</i>	-
<i>Engaging</i>	<i>20 Aug 20xx</i>	<i>Review responses received so far. If needed, engage more actively with underrepresented stakeholder groups and/ or additional promotion through social media and other communication mechanisms.</i>		-
<i>Reporting</i>	<i>10-13 September</i>	<i>Collate and analyse data</i>		
<i>Reporting</i>	<i>16 October 20xx</i>	<i>Finalise Council Report for sign off</i>	<i>Council</i>	-
<i>Reporting</i>		<i>Provide engagement summary information and data to the Public Relations Team to update the Your Say site with project outcomes/next steps to “close the loop”.</i>	<i>Participants, General public</i>	-
<i>Reporting</i>		<i>Send update to participants by email</i>	<i>All participants via Your Say and workshops</i>	-
<i>Evaluating</i>		<i>Evaluate engagement</i>		

ENGAGEMENT RISKS

POTENTIAL ISSUE	RESPONSE
Identify risks and mitigation strategies for your project engagement.	
<p>Examples...</p> <p><i>IT systems such as online survey does not work properly</i></p>	<p><i>Prepare and provide hard copies as well. Speak with IT about options if this occurs</i></p>
<p><i>Stakeholders you want to engage with not participating</i></p>	<p><i>Ensure a variety of communication and engagement techniques. Door knock the businesses with a high level of impact.</i></p>
<p><i>Media interest focused on negative impacts of the project on traders</i></p>	<ul style="list-style-type: none"> <i>-Liaise thoroughly and transparently with traders.</i> <i>-Ensure stakeholders are well informed and engaged.</i> <i>-Invite traders to participate early in the process to determine how, when and how much they would like to be engaged through the project stages.</i> <i>-Prepare media release outlining project key messages and engagement process.</i> <i>-Positive advocates are utilised to balance views of naysayer influencers.</i>

REPORTING

Input how, when and to whom you will report the outcomes into your Activity Plan above. Consider how you will report back to the community and to the participants of your engagement, as well as to the decision makers.

Important Note: When engagement is required by legislation and a Submission Form has been used to gather feedback, these submissions must be provided to Council including the name and residential address of respondents. Ensure you do not include data about date of birth, gender or any personal information other than the name and address.

EVALUATION PLAN

How will you know your engagement has been successful?

Include the number of responses. Comment on the quality of responses and note the extent of responses from all target groups.

Questions to consider when evaluating your engagement:

- What worked well?
- What didn't work well?
- Did you achieve / meet your objectives?
- How successful were you in engaging relevant stakeholders? Why, why not?
- Were there any key issues raised that you did not identify, or 'came out of the blue'?
- Were there any issues in managing, collating and analysing the data? What were they?
- How quickly was information provided back to the community?
- What did the community think about the process?
- Was the information relevant and easy to understand?
- Was there enough time and options for the community to respond?
- What are your learnings from the experience?