



COMMUNITY
ENGAGEMENT
AND EQUITY

COMMUNITY
ENGAGEMENT
PLAN

workbook

SECTION 1:

Identify the social issue you want to address

Identify the issue that you want to address and why?

Look at what others are doing about the issue. What information is out there to direct and support your engagement?

Identify stakeholders

Brainstorm who else should be involved. Look outside the square at a range of organisations and individuals.

YOU or your ORGANISATION

Look at how you will evaluate and monitor throughout the engagement.

Start thinking about how you want to evaluate and who you are evaluating for. Collecting the information along the way will assist in writing the final evaluation report. It will also assist in making sure your engagement goals are met.



TOOK KIT 1

Each section of the model contains 'reflective questions' at the end. Planning your evaluation, before you evaluate, evaluation strategy & stakeholder analysis.

SECTION 2:

Statement of issue / purpose of engagement

What is your purpose for engaging?

Make it clear and concise and avoid jargon and acronyms.

Establish a level of commitment from all parties involved. Make sure management is committed to the engagement process.

+ Refer to: Memorandum of Understanding template - Model page 19

Identify possible areas of risk or conflict.

Potential risks may be very broad, ranging from trip hazards to negative individual or public reactions to the engagement. By identifying potential risks early on you will be better equipped to manage them effectively.

+ Refer to: risk matrix & risk plan - Model page 17 & 18

Develop a clear and simple action plan. Keep it practical and achievable and allocate resources, set timeframes and delegate jobs.

+ Refer to: action plan template - Model page 16



TOOK KIT 2

Action plan template, risk matrix & risk plan template, memorandum of understanding template.

SECTION 3:

Who do we want to engage?

Identify who is impacted by the issue and who may have a special interest or may be influential.

Think broadly, there may be multiple parties you want to engage. This will help develop an understanding of interests, values and wishes of the people that you want to engage.

Identify hard to reach groups, groups that typically do not engage, but who may benefit from the engagement process.

The recurring issue with community engagement is the difficulty of engaging people who don't usually engage. Look at the barriers that may impede people from engaging and how to overcome those barriers. Who does not have a voice? How will you need to adapt your engagement to encourage involvement?



TOOK KIT 3

Tool to identify hard to reach populations and a guide for engaging Aboriginal and Torres Strait Islanders and Youth.

SECTION 4:

Level of engagement



Providing information to the community, or raising awareness of a particular issue.

Printed material, fact sheets, newsletters, advertising, and brochures.



Consulting the community and providing them with feedback and information on the consultation.

Surveys, questionnaires, community forums.



Getting the community involved and the results will directly influence your actions.

Focus groups, workshops.



Working together as partners at all stages of the engagement.

Participatory decision making, consensus building.



The community makes an informed decision. The community has responsibility for the outcomes.

Citizen Juries, Stakeholder visioning.

What level of engagement is required and what is the best tool to use?

Think about what level of engagement best suits your purpose and your participants (particularly hard to reach groups). Be clear and upfront with participants about how much they can influence the engagement process. You may want to engage using multiple levels of engagement and tools.

What resources do you have? And what resources do you need?

What, who & how will we get it?



SECTION 5:

Engagement plan & application

Your engagement plan will bring together the previous steps in a clear and concise document that outlines what your engagement will look like.

Statement of purpose:

Engagement tool:

Timeline or action plan:

Resources required:

Budget guidelines:

Communication strategy:

Reporting and evaluation strategy:



TOOK KIT 5

Media release Information, photo consent template, privacy and confidentiality information.

SECTION 6:

Review and evaluation

What is the purpose of your evaluation? And what will you do with the results?

Think about who the recipient is and what information they require. There could be a range of people including stakeholders, participants, managers and funding bodies. Consequently information may need to be presented in different ways.

What evidence is required?

Consider whether you will use quantitative or qualitative data, or both? What are some questions you may use?

When writing the final report, consider who your target audience is?

Provide information that will have the most impact. Present it in a way that can reach a broad range of people, capture people's attention and is not too overloaded with information.



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