

Developing a community engagement framework

A BLUEPRINT FOR MEANINGFUL
PARTICIPATION



Today's presenters



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Agenda

- 1 – Why Frameworks Matter
- 2 – Core Components of a Framework
- 3 – Conversation to put in practice – Special guest!
- 4 – Reflections

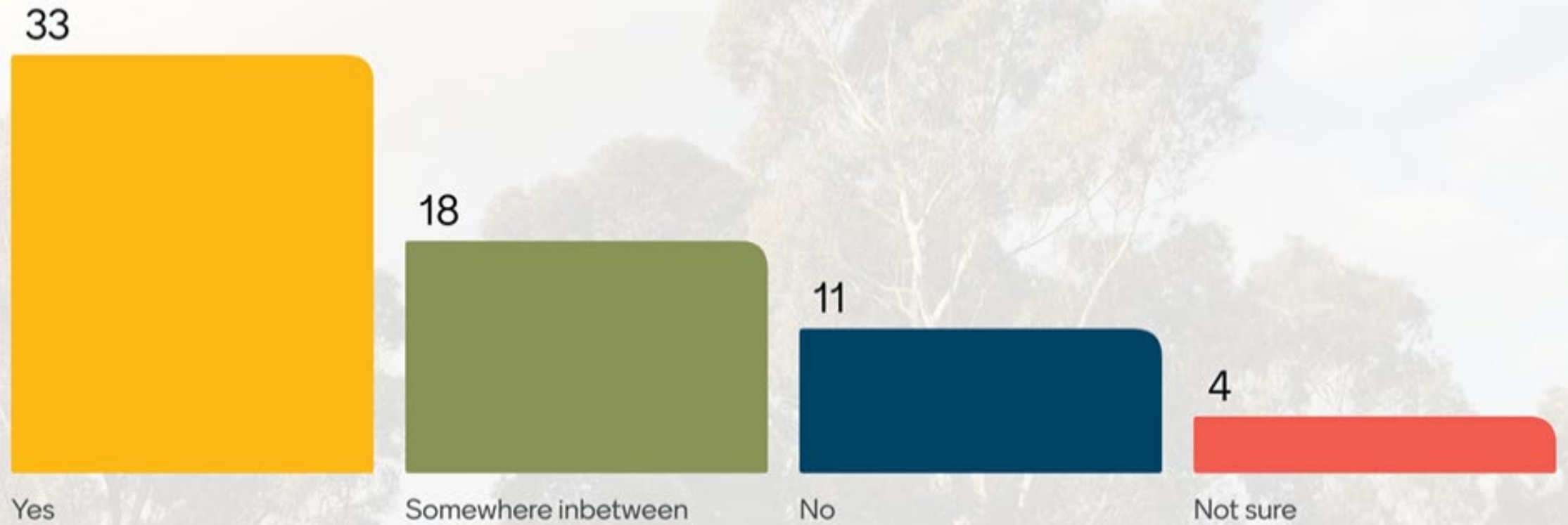
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Does your organisation have an Engagement Framework?



How would you rate your organisation's commitment to engagement?



The Challenge – Systems and Processes



Competing Priorities & Reactive Approaches



Regulatory & Industry Expectations



Unclear Impact & Measurement

The Challenge – Mindset & Commitment

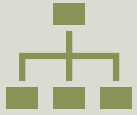


Lack of Strategic Focus



Limited Organisational Commitment

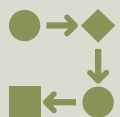
The Role of Engagement Frameworks



Provides structure to manage competing engagement activities.



Ensures consistency in engagement across the organisation.



Creates transparency on who, how, and when engagement occurs.

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What are the tell-tale signs that an organisation is lost?

Consultation tsunami
and fatigue

Scrambling and reactive

No budget given to
engagement

all engagement is called
co-design

inconsistent

Misplaced compass

Internal conflict

Inconsistent approach

What are the tell-tale signs that an organisation is lost?

Community don't trust the organisation

lack of communication at all levels

Bad communication, large staff turnover

Trying to take short cuts

No measuring impact

Decisions go against engagement findings

Reactive

Lack of community voices involved in the process

What are the tell-tale signs that an organisation is lost?

Mixed messages

In consistency,

Confusing messages

Depressing culture

Tick and flick Online only
with small organic
promo

Inconsistency in delivery

Internal culture is a
strong marker

Difference / conflict in
approach

What are the tell-tale signs that an organisation is lost?

Random engagement touch points which are not well coordinated

Miscommunication between leaders and engagement professionals

Cuts engagement team/staff

Worried about the responses

Poor relationship management

Negative community feedback

There is resistance to eng advice

Frustrated customers
Rising outrage
Consultation fatigue

What are the tell-tale signs that an organisation is lost?

Drop in involvement
after commissioning

angry complaints from
community

Unsure how community
can influence

Reactive

When its an after
thought

Competing priorities

Lack of trust

Ignoring or not sufficient
consideration to
affected stakeholders

What are the tell-tale signs that an organisation is lost?

Reactive.

Asking for engagement but not knowing what they want to get out of it

No point person for the engagement consultant to meet with

people telling you what engagement to do instead of seeing what youve got to say first

No budget for engagement

Too many surveys, not enough actions

Lack of collaboration

Conflicting with other projects

What are the tell-tale signs that an organisation is lost?

Stakeholder confusion

Wildly different quality engagement processes across depts

No accountability

Ineffective communication

Angry/dissatisfied community

using the IAP2 spectrum as a shield for good engagement

Disconnected action - busy work that conflicts with other actions

Tension and mismatch bw org needs and community needs

What are the tell-tale signs that an organisation is lost?

Not addressing the issues most important to those impacted

Staff turnover and continual internal restructures

Policy

Purpose, goals, principles, definitions, objectives, roles and responsibilities/
governance

Guidelines & Strategy

Community and stakeholder map, guidelines, tools, templates, risk management

Skilled Workforce

Training, professional development, confident staff

Monitoring & Evaluation

Key metrics and performance indicators, routine auditing

Processes

When to engage and how, data management model, stakeholder tracking

Culture

Awareness and commitment to policy, strategy and process

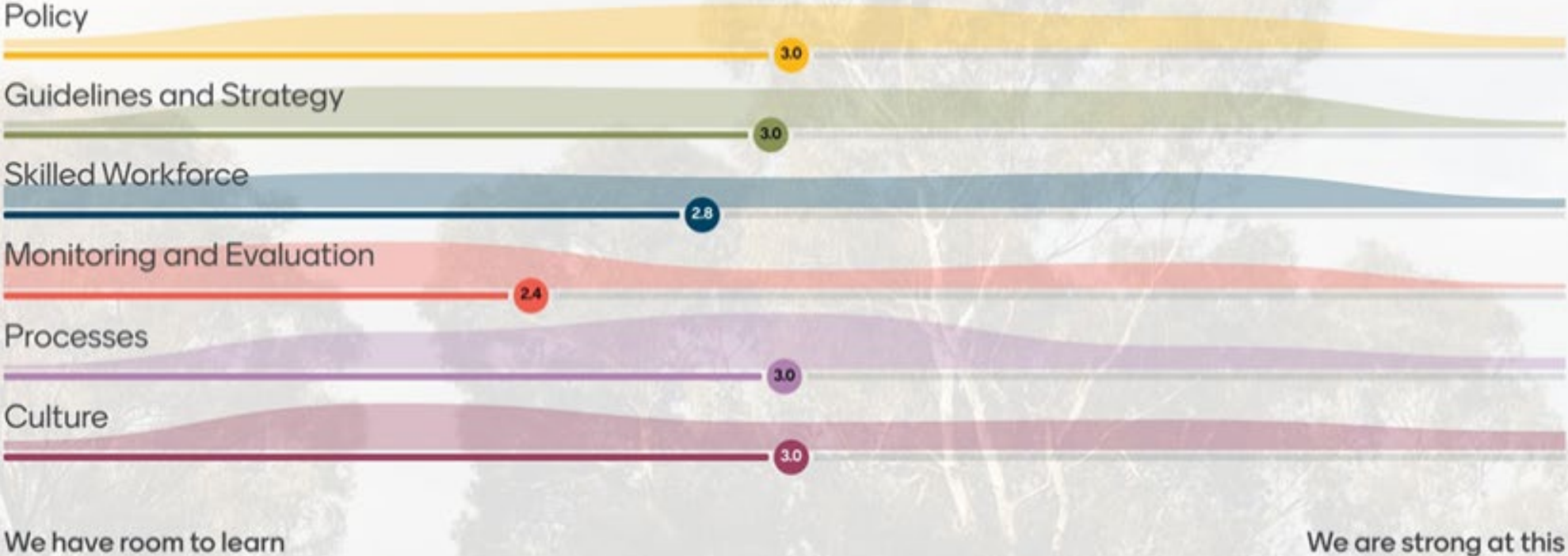
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In your organisation, how well developed are these aspects?



IAP2 Spectrum

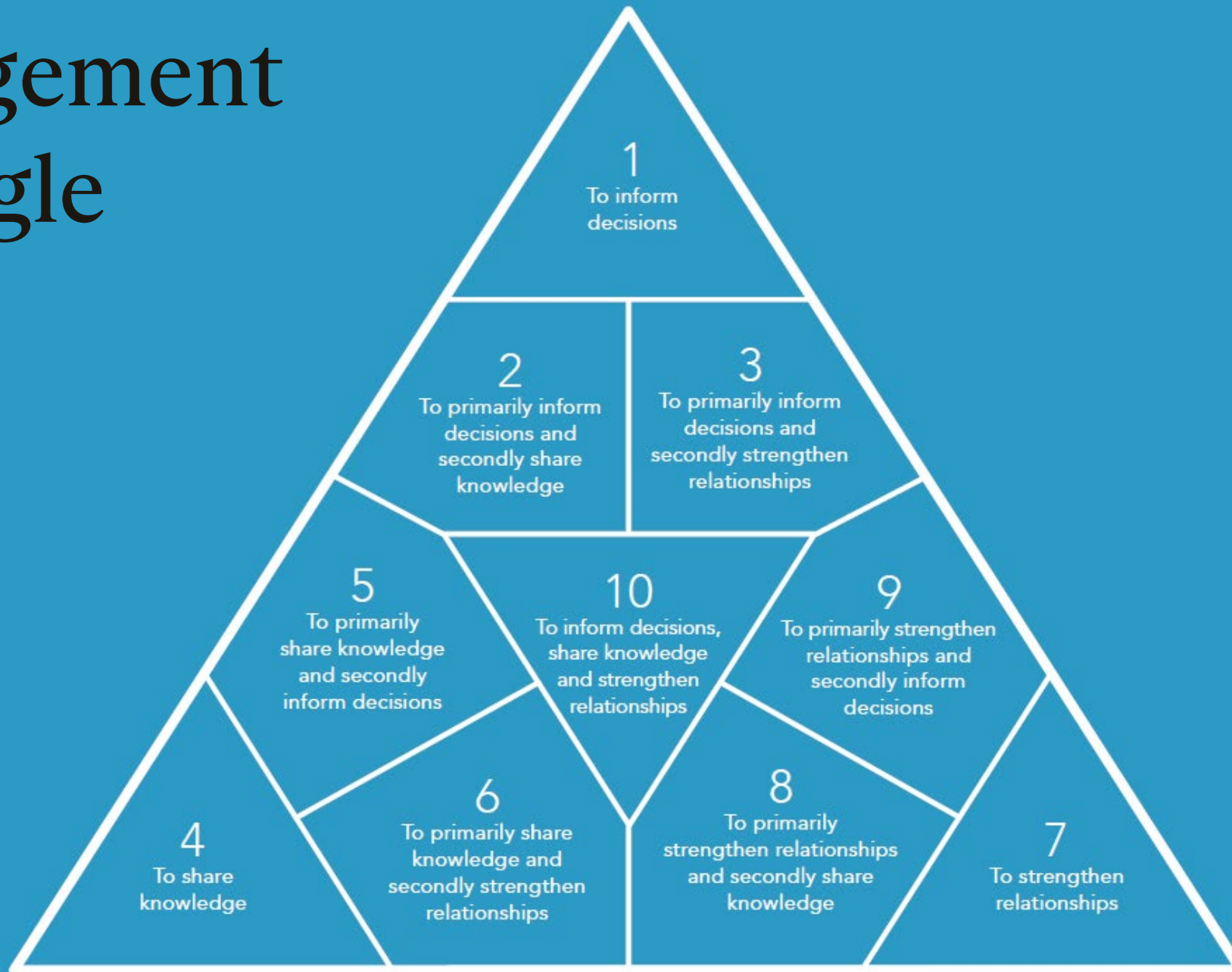
INCREASING IMPACT ON THE DECISION 

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
PUBLIC PARTICIPATION GOAL	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
PROMISE TO THE PUBLIC	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

IAP2 Contemporary Engagement Model



Engagement Triangle



Special Guest - Interview



Tatiana Resk
Strategic and Community
Engagement Leader

What's Next?

How to Get Started

Who needs to be involved in your organisation?

Share thoughts in the chat!

Want to discuss your organisation's approach?

Book a 1:1 conversation

Resources & Follow-Up

Webinar recording and slides will be published

Link to Capire's "Engagement Framework Guide"

Let's Keep the Conversation Going!

Our emails are in the chat

Engagement Framework

WHAT IS AN ENGAGEMENT FRAMEWORK?

An Engagement Framework describes an organisation's commitment to community engagement.

It outlines the approach for how your organisation plans, delivers, and reports on community engagement. A good framework will guide you on how to connect with your community and complements your organisation's vision, strategic plan, and other relevant policies.



WHAT IS THE PURPOSE OF AN ENGAGEMENT FRAMEWORK?

An Engagement Framework enables a consistent, transparent, and high-quality approach to community engagement. Frameworks provide your team with clear guidance, so they understand your

TIPS TO CREATE A FRAMEWORK

- ▶ Co-design key elements with your team and community.
- ▶ Make it a dynamic resource for ongoing improvements and refinements.

Thank you

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person a voice