

Design

# Stakeholder Engagement Plan

# Project Name:

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| --- | --- |
| **Project Manager and Project Sponsor** |  |
| **Date approved** |  |
| **Version approved** |  |
| **Supporting File Location** | *E.g. Project Plan file location* |

*All Italicized text in this document is instructional and should be replaced before submitting to the Sponsor for approval.*

*The stakeholder engagement plan is suitable for larger projects and should be attached as an appendix to the project plan. Review and update this plan as the project progresses to ensure it’s up to date.*

*Refer to* [*Better Together*](https://www.bettertogether.sa.gov.au/) *and* [*IAP2*](https://iap2.org.au/) *for more information.*

## Background Information

*Provide background information on the project, including problem definition and project objectives and deliverables (from the Project Plan) as a brief context for stakeholder engagement.*

*If you have completed Discovery and Project Design stages of the project lifecycle, you could use some relevant information here. Consider adding any additional engagement-specific background information.*

## Purpose of Engagement

*Craft a clear statement that summarises the purpose of engagement for this project. Define the decision/purpose/problem/opportunity, including any relevant rationale. What benefits/gains are possible through engagement?*

*For example, you may have developed the following purpose statement:*

*“The purpose of the engagement is to consult with affected stakeholders during May 20xx to seek their level of support for the proposed laneway closure for an upcoming event in mid July 20xx”*

## Engagement Objectives

*Engagement objectives are where you can start to ‘unpack’ your engagement purpose statement.   
Here you can be really clear about each stage of engagement.*

*Remember – a good objective is Specific, Measurable, Achievable, Realistic and Timely (SMART)*

*Using the above example purpose statement your objectives may then be to:*

* *Inform the community of the proposed laneway closure at the beginning of May 20xx and the rationale as to why this is required.*
* *Promote engagement opportunities during May 20xx - input is required by May 20xx.*
* *Consult with directly affected stakeholders via a survey to identify how they currently use the laneways and how their needs can be considered in the negotiable aspects of the closure.*
* *Follow up any queries or concerns and summarise key themes in survey using an engagement report.*

## Key Messages

*Consider developing key messages with your project team / working group to communicate consistent messages during the engagement process. These key messages will form the basis of all communications materials and for use with stakeholder meetings.*

*Consider why the engagement is important, how you will be engaging and what you will be doing to engage.*

*Key messages could include:*

* *What can the community influence and how will feedback be used*
* *What is your promise to the public? (refer to IAP2 Spectrum)*

## Parameters and Limitations

*Consider your available budget to conduct engagement activities – separate to the project budget. This can impact the kind of techniques you may use.*

*Consider the timeline of key dates and project milestones for delivery of your project. Ensure that the dates comply with any specific legislative requirements.*

*Insert/remove limitations or parameters as needed.*

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| Type of limitation/ parameter |  |
| **Staff capacity and skills** | *e.g. staff absense or availability through the engagement period* |
| **Key timelines** | *e.g. key project and reporting mielstones* |
| **Legislative requirements** | *Any current or new legislation impacting the project or engagement* |
| **Financial constraints** | *Include project budget and engagement budget* |
| **Timeframe to complete engagement** |  |
| **Consultation period** |  |
| **Dates of face to face activities** |  |
| **Environmental constraints** |  |
| **Geographic boundaries** |  |

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| Negotiables and Non-negotiables |  |
| **Negotiable** | *What elements do stakeholders have an opportunity to influence?*  *e.g. length of laneway required for closure, alternate route* |
| **Non-negotiable** | *What elements have no opportunity for stakeholder influence?*  *e.g. height of temporary fencing required (as per Australian Standards), timeframe lane is closed (as per event requirements)* |

## Stakeholder Identification and Analysis

*This table identifies stakeholders who may be impacted by the decision and those who will influence the outcomes of the engagement process. The level of impact / influence will help to determine the level of stakeholder engagement and communication required. If you have used the stakeholder mapping and analysis template, copy and paste into this section.*

| Stakeholder Category | Stakeholder | Role/ Relationship | Benefits of Involvement to the Stakeholder | Any Outstanding Questions & Concerns/Issues to Address | Interest / Impact / Influence | Current Level of Support | Desired Level of Support | IAP2 Level |
| --- | --- | --- | --- | --- | --- | --- | --- | --- |
| *Public sector, private, consumers, community, research, disadvantaged individuals, etc* | *Individual, group or organisation name* | *In relation to the project* | *In relation to the project* | *In relation to the project* | *High/Medium/ Low - interest, impact and influence* | *Enthusiastic/ Neutral/ Opposed/ Unknown* | *Enthusiastic/ Neutral/ Opposed/ Unknown* | *Inform/ Consult/ Involve/ Collaborate/ Empower* |
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## Engagement Summary

*You may need to develop an Action Plan or program to outline when and how these activities will be implemented and by whom.*

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| **Project Stage** | **Engagement Level** | **Stakeholder** | **Engagement Objectives** | **Engagement Technique/s** | **Who & Where** | **Estimated Timing** |
| ***List the stage*** | ***State the lAP2 level to be used (Inform, Consult, Involve, Collaborate, Empower)*** | ***List key stakeholder groups from your stakeholder identification worksheet.***  ***Stakeholder list may vary per project stage.*** | ***Describe the objectives of the engagement activity***  ***e.g. to gather information to understand….***  ***e.g. to provide an update on the process*** | ***Describe the activity and techniques being used for each stage - eg mail out, workshop, online survey, focus group*** | ***Insert name/s of responsible officer and where the activity is to occur*** | ***Insert dates*** |
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## Risk Assessment

*What could prevent us from achieving our stakeholder engagement objectives and how will we address those risks?*

*Reference/import data that is specific to stakeholder engagement from the project risk register, if relevant.*

*Use a risk assessment scale to measure the level of risk and set mitigation strategies to remove or reduce the risk.*

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| Risk ID | Risk Category | Risk Title | Description | Risk Rating | Controls & Treatment |
|  |  |  | *Including causes & consequences* |  |  |
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## Reporting Back

*How will we close the loop in providing feedback to all stakeholders?*

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| Audience  *Identify groups that require feedback* | Communication Method  *e.g. report, briefing, social media, direct mail, etc* | Frequency Required  *e.g. fortnightly, milestone progress, end of process report* | Message to be Communicated | Who |
| *Stakeholders* |  |  |  |  |
| *Agencies* |  |  |  |  |
| *Community* |  |  |  |  |
| *Management* |  |  |  |  |

## Evaluation

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| **Evaluation Domains** | | **Assessment**  **How successful was the engagement?** | **How we will measure** | **Results** |  |
| **Yes/No** | **Now what?**  **What did we learn? What could we do better?** |
| *Process* | *Appropriateness* | *Was the engagement process appropriate for the intended audience?* |  |  |  |
| *Implementation* | *Was the engagement planned and implemented effectively?* |  |  |  |
| *Outcomes* | *Reach* | *Did the engagement process reach its intended audience?* |  |  |  |
| *Effectiveness* | *Was the engagement process effective in achieving its objective?* |  |  |  |

## Checklist

*Before you send your engagement plan for sign off take some time to think…. have you?*

* *Had input from others in your team or work group?*
* *Asked for some feedback and proof reading?*
* *Consulted some people in your target stakeholder group about your approach?*
* *Attached this document to the Project Plan?*