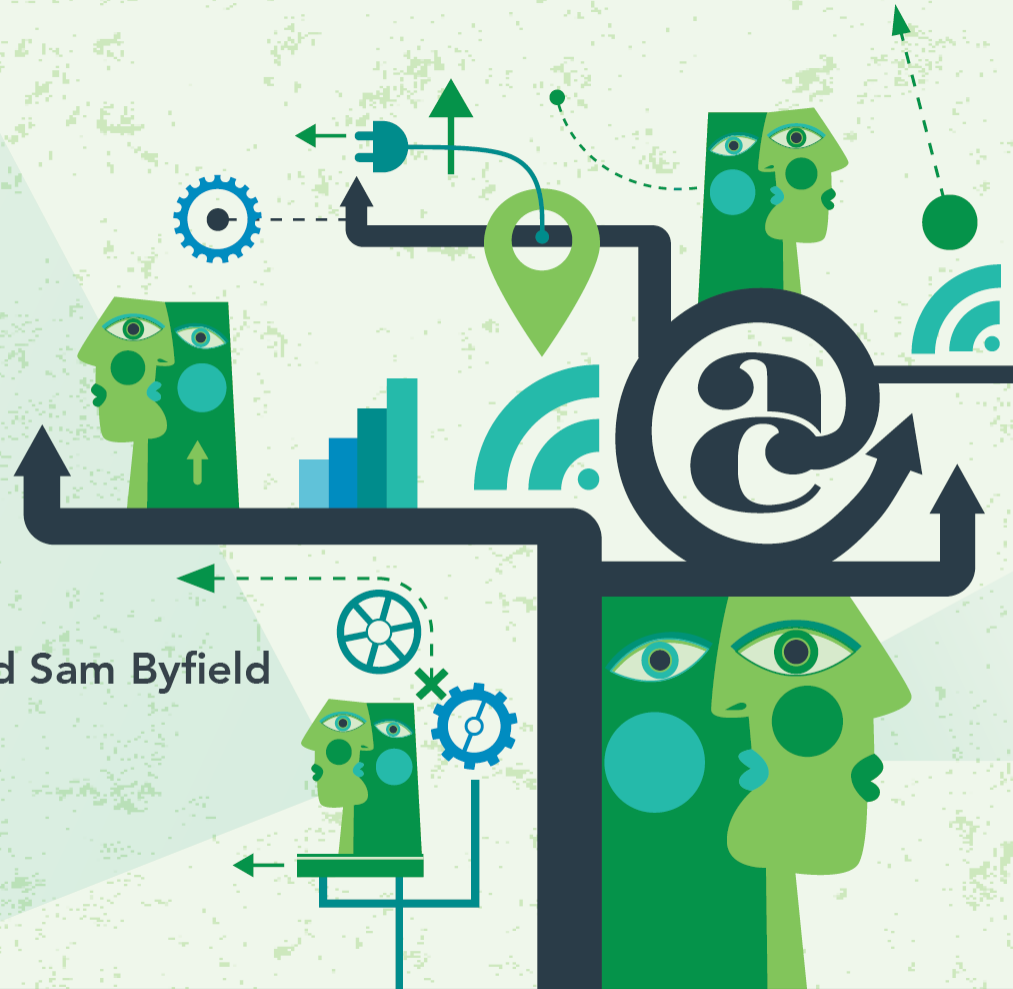


EFFECTIVE STAKEHOLDER ENGAGEMENT

How to do it well

Hosted by Kylie Berg, Linda Gyorki and Sam Byfield



Why is stakeholder engagement so important?

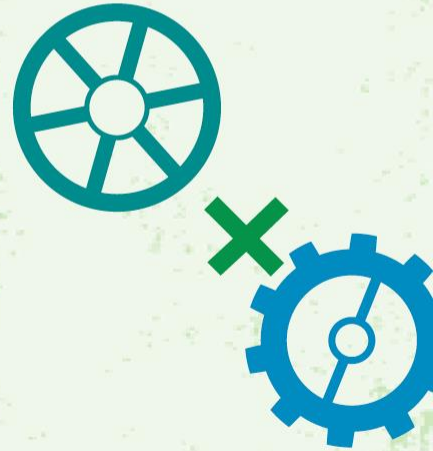
Drawing on stakeholder **knowledge** and **expertise** supports policy and programs that are well **designed** and **targeted** and when done well **fosters trust** and **buy-in** and supports **sustainability**.



Engagement:

7 key considerations

- **Clarify objectives**
- **Identification**
- **Ethical engagement**
- **Design**
- **Implementation**
- **Integration of stakeholder input**
- **Communication of outcomes**



Clarify objectives

What do you want to **achieve**?

What **resources** do you have?

What timeframe do you have?

Who will be impacted by the work?

What will be effective and appropriate mechanisms for engagement?

What **insights** can you use from prior engagements?

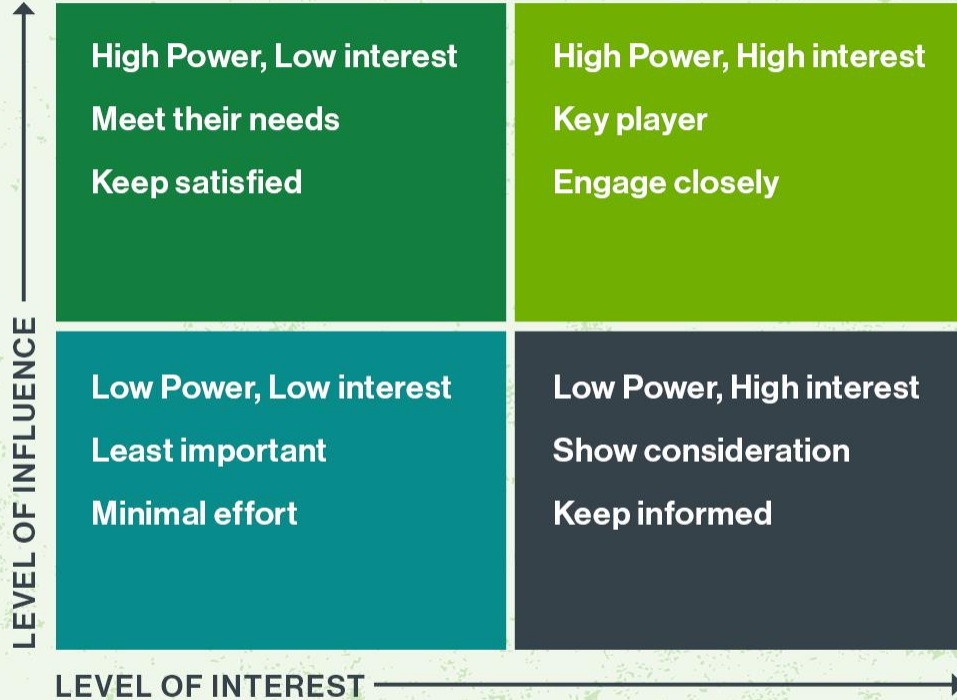


Stakeholder types

TYPE	WHEN TO SEEK INPUT	TYPE	WHEN TO SEEK INPUT
Government Stakeholders	<ul style="list-style-type: none">• When official input or endorsement from government entities is required.• Useful for understanding policy frameworks, regulations, and obtaining authoritative information.	Peak Bodies	<ul style="list-style-type: none">• When a consolidated, credible perspective from an entire sector is needed.• Useful in policy development, consultations, and when sector-wide consensus is beneficial.
Researchers/Academics	<ul style="list-style-type: none">• When evidence-based insights are needed to inform policy decisions.• Useful in evaluations, programme design, and when an academic perspective adds value.	Community Representatives and Consumers	<ul style="list-style-type: none">• When end-user perspectives are essential to policy success.• Useful in programme evaluations, needs assessments, and ensuring policies meet the actual needs of the community or target group.
Advocacy Groups	<ul style="list-style-type: none">• When seeking to understand the collective views of a sector without engaging numerous individual stakeholders.• Useful for gathering focused input efficiently.	First Nations people	<ul style="list-style-type: none">• As early as possible.• All policies and programs affecting Aboriginal and Torres Strait Islander.



Stakeholder engagement matrix



Ethical Engagement

• Balance Benefits and Risks:

- Ensure that the likely benefits of engagement outweigh any potential risks or burdens to participants.
- Clearly communicate to stakeholders what their involvement entails to help them understand any potential burdens.

• Mitigate Harm or Discomfort:

- Recognise that discussing sensitive topics may cause distress or trigger traumatic memories.
- Implement strategies to minimise harm and provide support where necessary, such as providing counselling resources.

• Obtain Voluntary Informed Consent:

- Ensure participants consent to their involvement freely and are fully informed about the nature and purpose of the engagement.
- Use formal participant information sheets and consent forms when appropriate.
- Avoid any form of coercion or undue influence that might compromise voluntary participation.

• Protect Privacy and Confidentiality:

- Clearly articulate the limits of privacy and confidentiality to participants.
- Develop protocols for handling disclosures of imminent risk of harm to participants or others, including clear escalation pathways.
- Ensure compliance with data protection laws and organisational policies.

• Consider the Safety of the Engagement Team:

- Address risks of vicarious trauma and compassion fatigue among team members.
- Provide support and training on managing sensitive conversations.
- Be mindful of factors such as the location of interviews and the gender dynamics between interviewers and participants.

For information on trauma-informed practice, see:

<https://apo.org.au/sites/default/files/resource-files/2024-08/apo-nid328134.pdf>



Activity Design

Ways to engage with stakeholders



Online Engagement	Face-to-Face Meetings	Workshops	Surveys (Online or Paper)
Focus Groups	Telephone Calls	Emails	Webinars/Web Conferences
Social Media	Community Meetings/Town Halls	Interviews (Structured/Semi-Structured)	Advisory Committees/ Working Groups
Printed Materials (Brochures, Flyers)	SMS/Text Messaging	Interactive Websites/Online Platforms	Deliberative Polling

Managing challenging stakeholders

- Be **prepared**

- Make sure the **right people** are in the room

- Show **empathy**

- **Don't** take things **personally**



Communication of outcomes



What stakeholders want

Transparency about what they will receive by way of a feedback loop

Being told of the outcomes of their input and how their contribute has shaped the work

The opportunity to provide regular feedback and input at various intervals throughout the engagement process

What stakeholders don't want

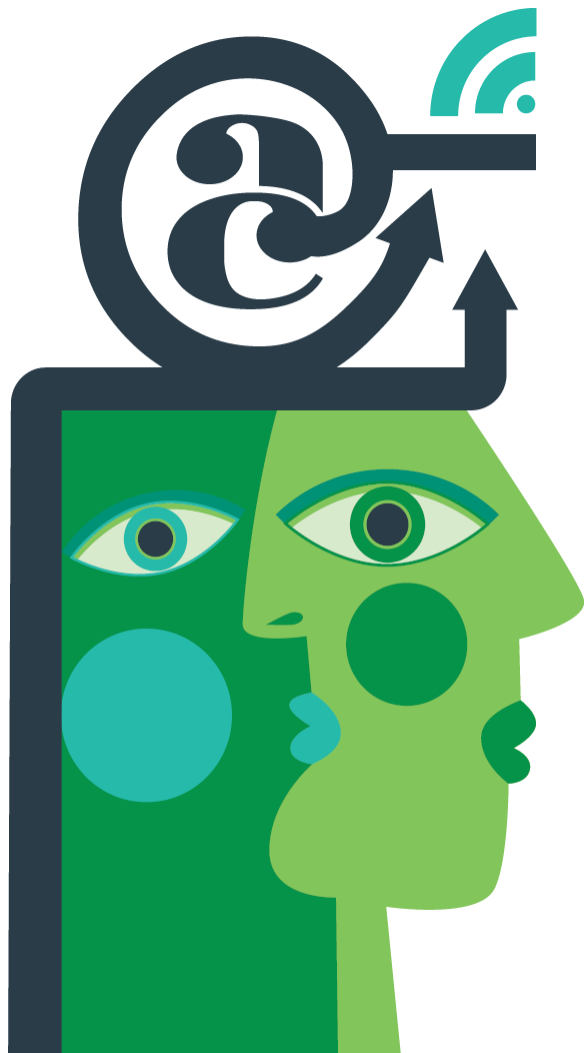
Not receiving any further communication after engagement

Being told they will receive a report and then told that it hasn't been approved for release

Being misrepresented in final outputs

Q+A





GET IN TOUCH IF YOU HAVE ANY QUESTIONS

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