SYLLABUS

EFFECTIVE COMMUNITY & STAKEHOLDER ENGAGEMENT
AGENDA

COURSE OUTLINE

Community and stakeholder engagement overview

- Setting the scene: change, conflict and community or stakeholder engagement
- The links between change and conflict
- The role of community/stakeholder engagement in managing conflict
- A brief history of community/stakeholder engagement processes in Australia
- Politics and the roles of community/stakeholder engagement
- Changing emphasis in policy development – accountability, transparency and involvement in social licence to operate
- Increasing stakeholder consultation expectations

Community engagement principles

- Levels and principles of community/stakeholder engagement
- The importance of early identification of the purpose and function of community/stakeholder engagement
- Different levels of community/stakeholder engagement, ranging from information to participation to collaboration and partnership
- Is there a difference between community engagement and stakeholder engagement?

Overview and introduction

- Current skills inventory for community/stakeholder engagement
- Good and bad experiences of community/stakeholder engagement
- Identification of current community/stakeholder engagement process
- Focus areas

Practical case examinations

- At the beginning of thise community engagement course, participants will put forward examples from their own work situations as possible case studies.
- Participants will be able to choose to work on their own consultation plan relevant to their project or participate in a group after selecting the most applicable case studies to work through. They will use a practical set of principles and approaches for stakeholder engagement and the tools they have gained through the course.

Effective community engagement

- The community engagement approach framework – an overview
- How the framework provides a structure for planning
- The links between different sections of the framework
- How to use the framework in the work situation
- Stakeholder engagement strategy
- Creating a human rights-based model of stakeholder consultation underpinned by international best practices on community engagement and regulatory compliance

Engagement levels, goals and communication levels

- What type of engagement is needed? The process of making decisions depending on your desired outcomes
- Clarifying what is to be achieved by community/stakeholder engagement (intra-organisational consultation)
- Ensuring that the community/stakeholder engagement goals are clearly articulated
- Developing community engagement champions within in an organisation to ensure agreement on these goals

Risk assessments and conflict management

- The importance of early risk identification and stakeholder engagement planning
- Identifying different risk mitigation approaches
- Likelihood of conflict in the absence of community/stakeholder engagement
- The possible impact of conflict
- Assessment of the likelihood of conflict arising during community/stakeholder engagement
- Use of risk assessment for community/stakeholder engagement
- Managing risks (which risks can be avoided and which must be managed)
- Planning the community/stakeholder engagement process to avoid unnecessary conflict
- Where conflict is inevitable: how to ensure it is managed to achieve the most useful outcomes

Stakeholder engagement and consultation

- Develop, plan, implement, review and benchmark stakeholder and community engagement programs.
- Tailor engagement approaches to respond to diversity and mitigate emerging conflict.
- Case study examples will be discussed, based on real-life community/stakeholder engagement processes.

Resource allocation and budgeting

- A standardised budget will be customised for the needs of individual participants and the organisational budgets. It will include all the line items for consideration in a community/stakeholder engagement process.
- Identifying social investment strategy opportunities that enhance community relationships.
- Influencing organisational stakeholder consultation change.

Putting it all together and communication tools

- Communicating clearly – key points
- Communicating via different media – visual, verbal, written
- Using different tools – pamphlets, papers, internet, email, fax, face-to-face, and social media
- What not to do: examples of poor communication and engagement approaches and what effect they have on recipients
- Building skills in working with a diversity of people and groups
- When and how to employ professionals/consultants

Review

- Review: Identification of key learning points for each individual participant
- What will this mean for your first week back at work?
- What strategies will you use to influence organisational stakeholder consultation change?