

TOOL: Developing an appropriate engagement approach

This covers the following steps to identify the appropriate approach to engagement and participation:

- Engagement purpose and scoping
- Stakeholder mapping
- Identifying an approach

These steps apply both internally with staff and externally with stakeholders. While this is a common method of identifying an approach, not every engagement is the same and, as such, these steps may not occur in sequence.

Purpose and scoping

- to determine the project's purpose, think about the end goal and its context:
 - what is the purpose of the engagement? What is the end goal? How does the analysis of context relate to it?
 - what change do you want to create? How do you expect to do it? Why are you engaging with stakeholders? Why do you need their participation?
- Scoping is the process of understanding how the project is going to be delivered to determine what is needed from your organisation and your stakeholders:
 - how negotiable is the design of the project? What is and is not negotiable in a project will dictate how you choose to engage with stakeholders.
 - what contributions do you want and/or expect from stakeholders? What are you willing to change based on the engagement?
 - how may internal and external stakeholder expectations differ or relate? What capacity is there to engage these stakeholders?
 - how great is the reach of the engagement? Is it on a macro or a micro level? Is the reach mainly or entirely internal or external?
 - what is the timing of the project stages? When will you engage stakeholders?



Stakeholder mapping

Stakeholder mapping identifies all individuals, groups, organisations or communities that would be interested in or impacted by your service, program or initiative. These questions can be applied to most engagement types:

- who is impacted by this engagement?
- who would be interested?
- who is difficult to reach from past experiences?
- what demographics make up the community you're trying to engage (language spoken at home, gender, age, country of birth)?
- what presence do these communities currently have?
- are there any organisations or groups that work directly with the communities you're trying to reach?

In addition, review all existing and past relationships and partnerships your organisation may have with the relevant culturally diverse communities, as well as current demographic data to assist with understanding both internal and external stakeholders.

More detail of demographic analyses can be found in the [Building partnerships with culturally diverse groups](#) in this **Engagement** section, and the [Collecting internal data on cultural diversity](#) and the [Collecting external data on cultural diversity](#) Tools in the **Planning** section.

Identifying a level of participation

You should also decide at what level you wish to engage or which community members should take part. This table illustrates common levels of engagement:

Observers	Stakeholders who are aware of the project and watch from afar
Followers	Stakeholders who feel invested enough in the project to follow it as it progresses
Engagers	Stakeholders who interact with the project on a limited level – whether through social media or reading and responding to communications

Endorsers	Stakeholders who actively participate in the project by reaching into their community and sharing communications or reposting content through social media
Contributors	Stakeholders who are fully engaged with the project and actively contribute to its design, content or implementation
Deciders	Stakeholders who are involved at an organisational level. The people who will be directing the project

The International Association for Public Participation provides a guide to defining the role of the public in any public participation process, and what the level of commitment needs to be.

IAP2'S PUBLIC PARTICIPATION SPECTRUM



The IAP2 Federation has developed the Spectrum to help groups define the public's role in any public participation process. The IAP2 Spectrum is quickly becoming an international standard.

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 seek your feedback on drafts and proposals.	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 work together with you to formulate solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Source: IAP2 Public Participation Spectrum

<https://sustainingcommunity.wordpress.com/2017/02/14/spectrum-of-public-participation/#:~:text=The>

Identifying an engagement method

This table illustrates examples of approaches to engagement that your organisation can use. These are not the only approaches to engagement, and you can use more than one approach.

Group size	Method	What you need
Small group discussion - hosted	Focus group	Facilitator, Method for recording Discussion guide
Individuals, pairs or small groups	Interviews	Interviewer, Method for recording, Discussion guide
Small group	e-panel	Online facilitator, Method for recording
Small to medium group	Co-design	Ability to implement outcomes
Medium to large group	Workshop	Formal agenda, Facilitator/s Scribes, Method for recording
Large group	Briefings	Information to present Method for recording
Large group	Forum	Formal agenda, Facilitator, Speaker, Information to present Method for recording
Large group	Citizens panel	Surveys, Series of face-to-face sessions
Large group	Surveys	Online or face-to-face methods
Large group	Letters	Information to present
Large group	Doorknocking	Multiple staff, Method for recording, Discussion guide
Large group	Mobile/pop-up	Multiple staff to gather feedback Information to present, Method for recording

