

Preparation checklist

Please work through this checklist step by step to help you prepare for your engagement

WE KNOW WHY YOU ARE ENGAGING

What has led to this engagement activity? Is there opportunity for stakeholder to influence decisions, policy or project? What community knowledge do we already have that we can build on?

Establish a project team to understand the history and background to the project

Undertake a desktop review of previous decisions and current strategies that may impact or inform your engagement

UNDERSTAND STAKEHOLDER LEVEL OF INFLUENCE

Are you informing stakeholders because there is no opportunity to influence? Are you involving them because you need input to decide how you plan? Is there a high level of community impact? Is it politically sensitive?

Work through the engagement level selection tool with the project team to determine the level of opportunity to stakeholders have to influence the decision

KNOW YOUR ENGAGEMENT PURPOSE

Is everyone clear about the decision to be made? Does the purpose statement reflect the needs of the decision makers and stakeholders?

Consult with your project team to clarify the decision to be made and prepare a draft purpose statement

Engage key stakeholders and consult with them to gain their perspective on the draft purpose statement

Refine the purpose statement to something that can be accepted by the majority of stakeholders

IDENTIFY YOUR STAKEHOLDERS

Who are you aware of that has – A direct and clear interest? A general interest? An influence?
Who may not be interested but will be affected by the decision?

Brainstorm a draft list of potential stakeholders

Engage key stakeholders and consult with them to gain their perspective on the draft purpose statement

Meet with internal staff to further develop your list

Handy Tip

The purpose of engagement can be very different to the purpose of the project

For example – the purpose of an infrastructure project may be to build an overpass over a high use traffic area identified as a safety risk. The purpose of the engagement would be to seek communities' issues and understand the impact of the project so you are able to deliver a sustainable solution.

Generally, it is understood a project needs to be technically feasible, financially achievable and environmentally sustainable, however, if you do not have something that is socially acceptable – it can undo or delay your project.