



# BEST PRACTICE & TRENDS IN ENGAGEMENT

Sunshine Coast Business Council

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# Agenda



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● **Yesterday: What Doesn't Work Now**

2

● **Today: What's Happening Now**

3

● **Tomorrow: What's Emerging**

4

● **Implications**

# 1 — Yesterday



# What Doesn't Work Now



- **Mindset: “Let’s do it because we have to”**
  - Minimal
  - Information-based
  - Consulting on draft plans with limited potential for change
- **Process:**
  - Control held by government
  - Information held by government and experts
- **Who was engaged:**
  - Usual suspects and loud voices, often at the expense of marginalising everyday citizens
- **How engaged happened:**
  - Often just advertising, displays, CRGs, and maybe a competition



2

Today





## IAP2 Spectrum of Public Participation

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.



# IAP2 Engagement Model



# IAP2 Standards



## IAP2 Quality Assurance Standard Process for Community and Stakeholder Engagement:

<b>1</b>	Problem Definition
<b>2</b>	Agreement of Purpose/Context & Identification of Negotiables and Non Negotiables
<b>3</b>	Level of Participation
<b>4</b>	Stakeholder Identification and relationship development
<b>5</b>	Project requirements
<b>6</b>	Development and approval of engagement plan
<b>7</b>	Execution of Engagement Plan
<b>8</b>	Feedback
<b>9</b>	Evaluation and review
<b>10</b>	Monitoring
<b>11</b>	Documentation of Evidence



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# What's Happening Now



- **Mindset**
  - More involving and collaborating on complex issues
  - More responsive to community needs as community gets wiser and has much higher expectations
- **Process:**
  - Longer engagement periods, often before drafts are released
  - Process changes depending on elected officials
- **Who we engage:**
  - Much better at engaging ordinary citizens, but they are often still the hyper-interested
- **How we engage:**
  - More online and digital to capture hard-to-reach
  - Pockets of collaborative governance, deliberative processes

# Trends



- Real time, any time, all the time.
- Interactivity: Don't show me. Let me show you.
- Deliberation: More time to understand
- Community-led engagement
- Tackling complex issues: Where we don't know the answers or the impact
- Mindful selection of community members: Random sampling vs community leaders
- Social network analysis to understand who's who and what's important

# Tools: Augmented Reality

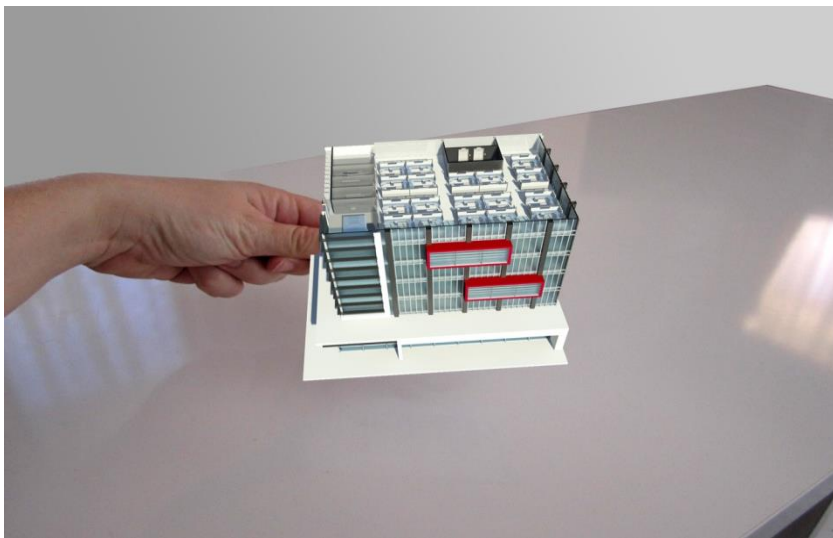


Toondah Harbour

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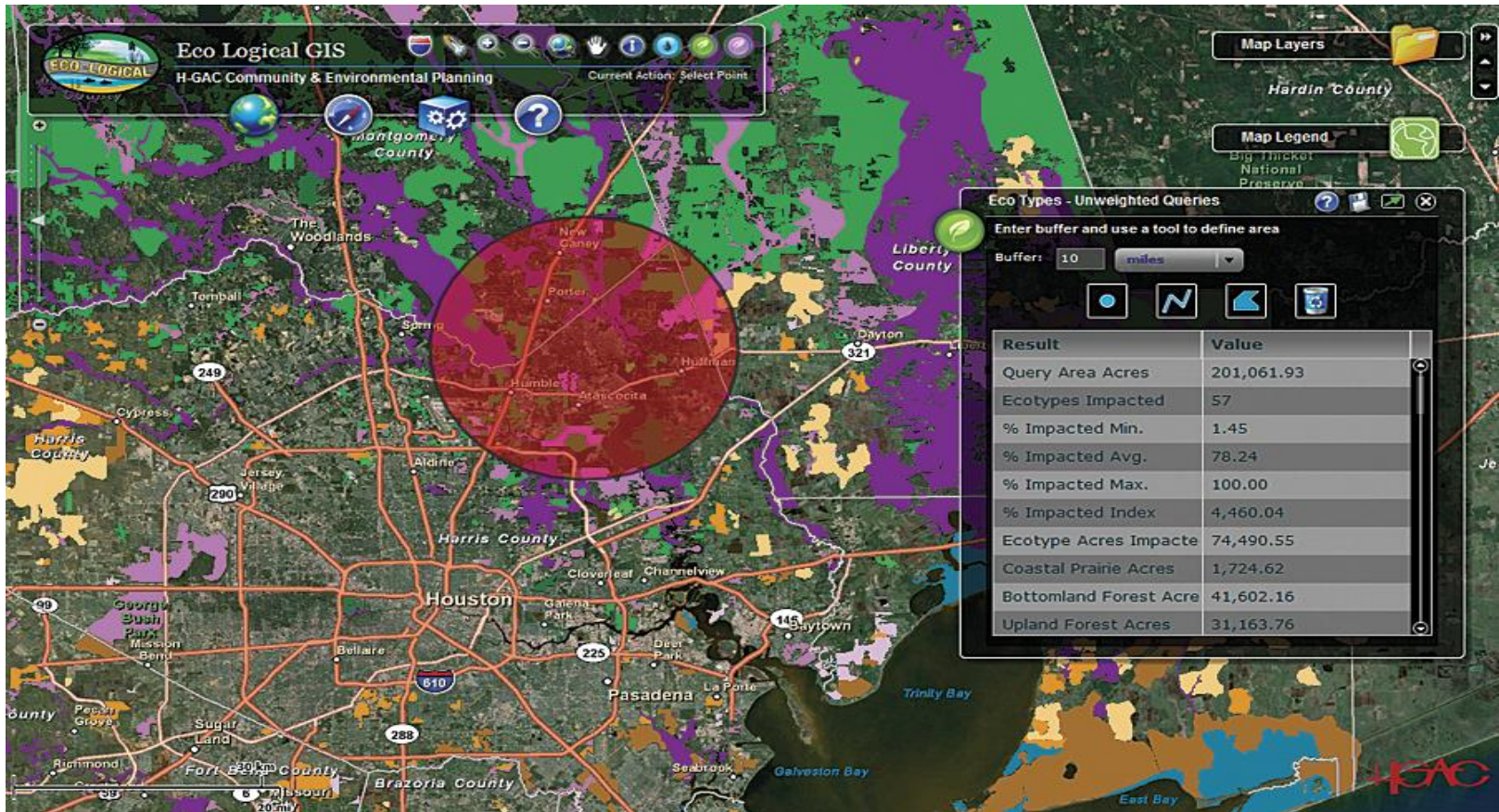


# Tools: Augmented Reality



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# Mapping





# Interactive or Collaborative Mapping



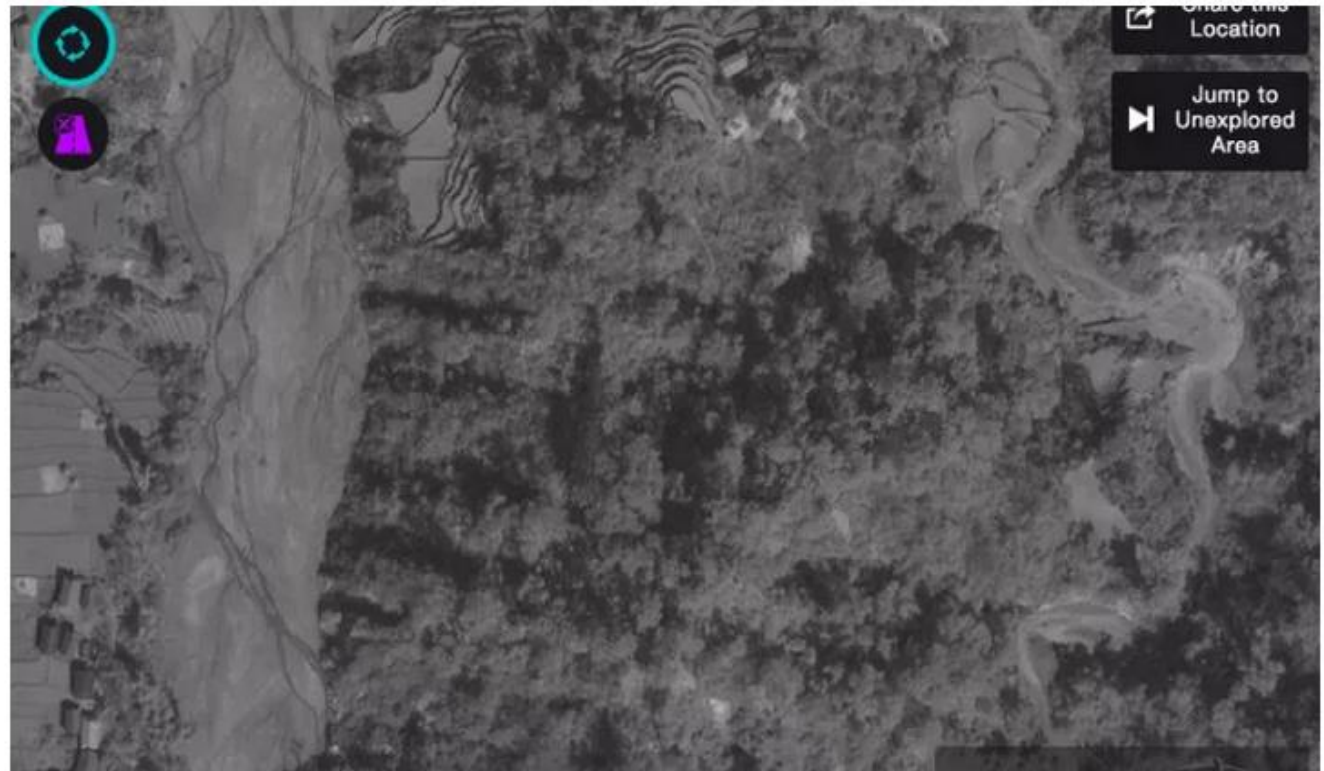
<http://www.openstreetmap.org/relation/184633#map=6/28.430/84.13>

**Within 23 days of the earthquake, more than 4,300 volunteers made 86,000 edits to the OpenStreetMap, including adding up to 30,000 roads and 240,000 buildings.**

**Of those volunteers, at least 2,900 were new mappers to OpenStreetMap.**

## Images from Rural area of Nepal (Location Unknown)

These images from the rural part of Nepal, show us the destruction the earthquake to houses and crops, caused majorly by landslide in this unidentified area. These images are from the Tomnod initiative to identify the buildings, houses, roads and other major destructions that happened due to the Nepal Earthquake.



In this image you can see the river flowing in in the left. To extreme left are irrigated areas and houses. This image is from



# Caring for Trees



**CITY OF MELBOURNE** Urban Forest Visual

Intro Map Issues Workshops

## Explore Melbourne's Urban Forest

The City of Melbourne maintains more than 70,000 trees. This website enables you to explore this dataset and some of the challenges facing Melbourne's Urban Forest.

[Explore the Map](#) [Learn about the Issues](#) [Attend the Workshops](#)

➔ Visit the Urban Forest participate website  
➔ Email the Urban Forest team

<http://melbourneurbanforestvisual.com.au/bigmap.html>



**To: Algerian Oak, Tree ID 1032705**

**2 February 2015**

Dear Algerian oak,

Thank you for giving us oxygen.

Thank you for being so pretty.

I don't know where I'd be without you to extract my carbon dioxide. (I would probably be in heaven) Stay strong, stand tall amongst the crowd.

You are the gift that keeps on giving.

We were going to speak about wildlife but don't have enough time and have other priorities unfortunately.

Hopefully one day our environment will be our priority.



- Collaborative governance of 5 agencies plus mana whenua
- Stakeholder working group where the members were chosen by the members
- Independent review panel



In partnership with mana whenua and the following agencies:





# Christchurch Rebuild



Independent panel to ensure community feedback was incorporated into the design.

Co-governance model

## VICTORIA SQUARE DRAFT RESTORATION PLAN

'Kia Atawhai ki te Tangata' - Care for the People

AVON RIVER  
PRECINCT  
TE PAPA  
ŌTĀKARO

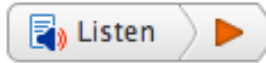


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## #changesCGG



#changesCGG is an externally focused strategy that is based upon the principles of deliberative democracy and participatory budgeting. The strategy involves the engagement of community panels to review the Council's community infrastructure priorities and range and level of services.

By incorporating the principles of deliberative democracy, the #changesCGG strategy will ensure equitable representation of community interests and needs in decision making, more effectively manage community expectations, and bring about a greater level of transparency in Council budget deliberations.

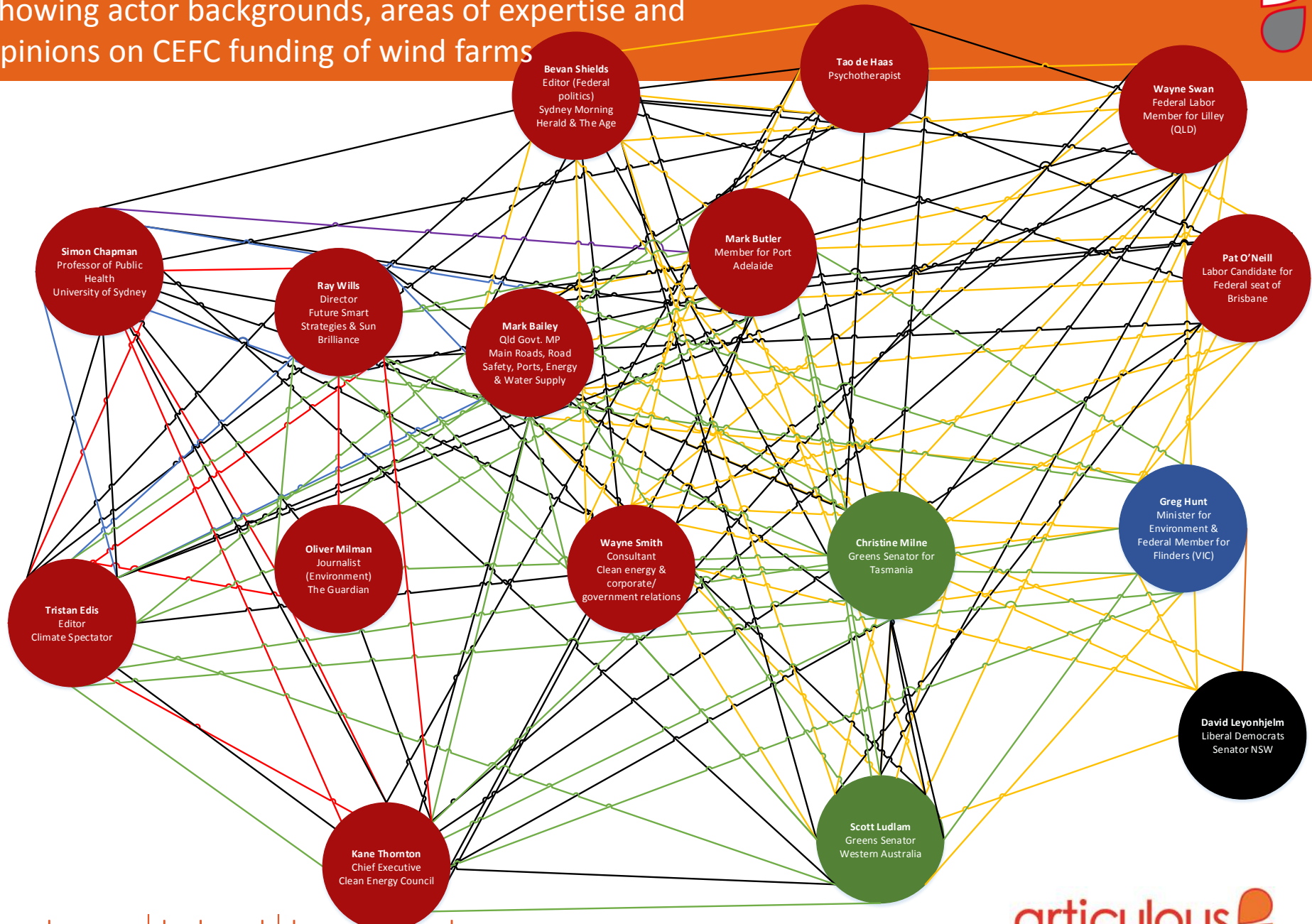
Local Government is facing challenges in providing more and more for its residents with a shrinking bucket of money (which comes from ratepayers, the Federal Government, other grants and, in some cases, the sale of assets).

In early 2013 the City embarked upon developing long term strategies for its finances and operations. Although the City has developed numerous strategies and plans for the sustainable development of the City which contain recommendations for projects there was no long term overview to direct spending or planning. Till then it had been done the traditional local government way: a bit ad-hoc, lacking community input and with each City department prioritising according to its individual needs.



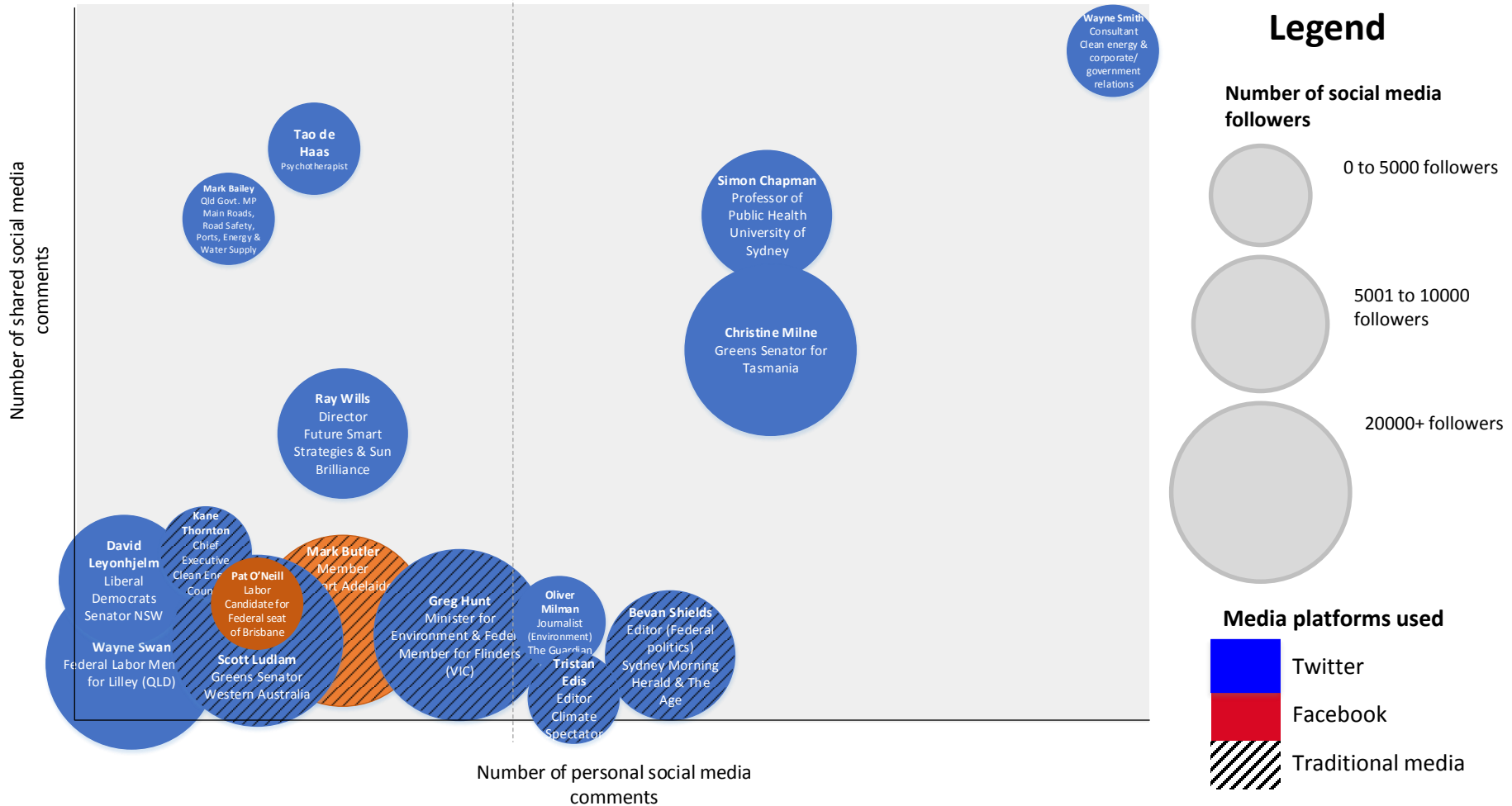
# Stakeholder Affinity Map #1

Showing actor backgrounds, areas of expertise and opinions on CEFC funding of wind farms





# Share of Social Media Voice



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# Tomorrow: What's Emerging



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# What's emerging



- Communities decide what we need to engage on
- Participatory budgeting: communities deciding how to spend ratepayers money
- Gamification and interactive tools to understand the implications of their choices
- A mindset that changing our minds is a strength and not a weakness
- Engagement to innovate: Do it differently for a different world or time



# 4 — Implications



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- Identify the role for community beyond just “having a say”. From collecting data, to identifying opportunities to solve or implementing decisions.

- Get social, interactive and more responsive.

- Integrate your information and data for improved accountability and decision making.

- Analyse across organisations to see who you’re engaging and who’s not getting involved.

- Consider how to include deliberation on complex issues



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