

# Ten Steps for Effective Community Engagement Planning

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now part of



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## Granicus works with PHNs across Australia

- Brisbane North
- Country South Australia
- Hunter New England & Central Coast
- Primary Health Tasmania
- South Eastern NSW
- South Western Sydney
- Western Victoria

# Ten steps for Effective Community Engagement Planning





## Step 1

### Timelines

*Define your project timelines.*

Do your timeframes allow you to plan and implement the right type of engagement activities?



## Step 2

### Context

*Understand your project context.*

What is the background and history that has led to this point?



## Step 3

### Scope

*Define the scope of the decision(s) to be made.*

What influence can the community have on the decision?

What is negotiable or non-negotiable?



## Step 4

### Purpose

What is the purpose of your engagement?

What are you trying to achieve and what will your outcomes be?





## Step 5

### Stakeholders

*Identify and involve all relevant people.*

What level of interest and influence will your stakeholders have in your project?

## Step 6

### Level of Engagement

*Determine the IAP2 Spectrum  
- level of engagement you will be  
working at.*

What is your promise to the  
community?



# Step 7

## Methods

*Choose your engagement methods.*

Consider the scale, duration and engagement context of your project.



## Step 8

### Communications

*Develop key messages.*

What do you want people to know and do?

How will you show that their feedback has informed the final decision(s)?



## Step 9

### Risk Analysis

Where do the engagement risks lie within your process?

How will you mitigate these risks?



## Step 10

### Monitor and Evaluate

Monitor your engagement and respond quickly if something needs to change.

At the end of the project the evaluation will help identify what worked well or didn't work well.



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Interested in knowing how to  
increase community engagement  
participation?

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