**Engagement Strategy**

*<INSERT PROJECT>*

*Click or tap to enter a date.*

*<VERSION X>*

*Note, this is a template only. The text in blue italics requires input.*

## **Executive Summary**

*<Insert text>*

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## **Introduction**

*Introduce planning proposal and highlight the planning outcome/decision being sought.*

*Explain the objectives of engagement.*

*Explain the opportunities and considerations of engagement.*

*Detail the planning approval or outcome process.*

## **Context Analysis**

*Provide key outcomes of context analysis including a summary of key components discussed in the Guide such as political context, demographic profile, previous engagement undertaken.*

## **Stakeholder Analysis**

*Include an analysis of key stakeholder and their level of interest, influence and potential engagement method/activity. An example could include:*

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Stakeholder** | **Interests / Concerns / Issues** | **Level of Interest** **(low / mod / high)** | **Level of Influence** **(low / mod / high)** | **Potential Engagement Activity** |
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|  |  |  |  |  |
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|  |  |  |  |  |
|  |  |  |  |  |

## **Action Plan**

*Detail each engagement activity and include details such as stakeholder group, timing, location, details etc.*

*Make sure there are clear references within the text to associated appendices.*

## **Key Messages**

*Detail key messages and themes which will be used for the basis of the engagement.*

*Specify the negotiables and non-negotiables.*

*Outline key themes or issues that may arise and need to be dealt with through the engagement.*

*Consider Q&A’s or a detailed discussion guide to frame the engagement process/es.*

## **Risks and Mitigation Strategies**

*Outline key planning proposal and engagement risks.*

*Outline mitigation strategies to ensure the planning proposal and engagement stays on track.*

|  |  |  |
| --- | --- | --- |
| **Risk** | **Stakeholder/s Potentially Impacted**  | **Mitigation Strategies**  |
|  |  |  |
|  |  |  |

## **Conclusion**

*Summarise the content of the Engagement Strategy.*

*List the next steps (if relevant).*

## **Appendix 1 – Discussion Guide**

*Discussion Guide (1-3 pages) for various engagement activities. Delete if not relevant.*

## **Appendix 2 – Engagement Run Sheet**

*Run sheets to guide internal organisation and communication. Delete if not relevant.*

## **Appendix 3 – Floor Plans**

*Floor plans of engagement locations/venues and set up of material (bump in/bump out schedule). Delete if not relevant.*

## **Appendix 4 – Engagement Materials**

*Engagement materials, such as FAQ’s, posters, website content, emails etc.*

## **Appendix 5 – Communications Strategy**

*Communications Strategy may be required to coordinate the timing and consistency of messaging to the media and other stakeholders.*