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| --- | --- | --- | --- |
|  | **Engagement Activity** | **Pros**  | **Cons** |
| **C** | Community Open Day (for Project completion) | * ‘Closes the loop’ (community and stakeholder involvement) – generates good will by sharing outcomes and thanking those involved
* Opportunity to celebrate and promote project ‘wins’ for the community in a public way
* Provides face time with project team
* Targets large demographic/audience, spreading wide awareness
 | * Can be hijacked by project opponents
* Can be resource intensive to organise and manage
* Potential OH&S issues if held on-site
 |
| **D** | Deliberative Workshops / Forums  | * Develops deep understanding of an issues and highly informed input
* Can build understanding, relationships and consensus over time
* Can result in generally agreed approach or solution to a previous contentious issue
 | * Requires significant time commitment from participants
* Can require strongly opposing views to be carefully managed
* Needs to be well-structured and facilitated
* Significant lead time, preparatory work and resourcing needed
 |
| **D** | Digital engagement – My Say Transport | * Encourage broader participation levels (more representative of broader communities)
* Range of in-built tactics that can be tailored to the project lifecycle
* Conversation can be controlled through the type of online forum selected (lower risk than other digital engagement)
* In line with customer expectations to be provided with outlets for feedback / suggestions accessible anytime, anywhere
 | * Ongoing monitoring required, which can be labour intensive
* Certain types of engagement require timely responses
* Risk of neglecting face-to-face forms, which are still highly valued in some sections of the community
* Clear parameters required – timeframes, responsibility at contract award
* Precludes those with low level of ICT literacy and availability
 |
| **D** | Digital engagement - Facebook | * Encourage broader participation levels (more representative of broader communities)
* In line with customer expectations to be provided with outlets for feedback / suggestions accessible anytime, anywhere
* Can involve people who are time poor or who travel frequently
* Compatible with PCs, smartphones and tablets
* Encourage broader participation levels (more representative of broader communities)
* In line with customer experiences to be provided with outlets for feedback / suggestions accessible anytime, anywhere
 | * Limited control of the medium
* Resource intensive, monitoring and rapid response expected
* Main Roads resource needs to be empowered to communicate on agency’s behalf with minimal approvals
* Risk of misinformation / opinions being validated and perpetuated if not moderated appropriately
* Complex privacy settings limiting opportunities for evolutions and / or increasing opportunities to breed negativity / misinformation
* Must be kept up-to-date or it appears abandoned, communities disengage quickly
 |
| **D** | Door knocking / informal meetings (community) | * Face-to-face engagement in a comfortable setting
* Builds trust through regular dialogue
* Opportunity to answer questions that otherwise may be directly through CIC or Media
* Demonstrates empathy and generate goodwill towards Main Roads
 | * Some residents may not appreciate being approached at home
* Can be resource intensive (depending on area to cover/amount of meetings required)
* Will only cover immediate impact area
 |
| **F** | Field Trips | * Provides stakeholders with personal experience of a site, examples, approaches or solutions
* Can develop shared perspectives and understandings
* Can develop a sense of camaraderie among key stakeholders
 | * Needs to be well organised - which is often time consuming
* Time commitment of at least half a day generally necessary
* Only suitable for small groups - or will need to be repeated numerous times
 |
| **F** | Focus groups / workshops | * Collaborative setting, more targeted focus than CRGs
* Outcome-focused, face-to-face engagement
* Provides finely grained information
* Engages hard to reach groups and/or those with special needs or interests eg. young people, people with a disability etc.
 | * Solutions not necessarily supported by broader community
* Skilled facilitators are required to engage all group members
* Can be time consuming to recruit appropriately, incentives may be required
* Groups are not large enough to be fully representative sample of population, insights are indicative only
 |
| **I** | Individual meetings (stakeholder) | * Engagement is tailored to the specific stakeholders’ interests or issues
* Removes grandstanding opportunities
* Can be more collaborative
 | * Very demanding on resources
* Does not provide opportunity to share issues and opportunities with other community members
* Can lead to multiple and potentially conflicting commitments
 |
| **I** | Information / Drop in Sessions(*incl. Shopping Centre Displays)* | * Face-to-face engagement in non-adversarial setting
* People can come and go in their own time
* Provides face time with project team
* Targets large demographic, spreading wide awareness
* Opportunity to answer questions that otherwise may be directed through CIC or Media
* Can be held at the same time as a community event therefore maximising attendance at minimum cost
 | * Time commitment (4-hour sessions, over 2-3 days, out of hours)
* Can be hijacked by project opponents
* Pressure on project team manage difficult conversations
* Expectation for display material / detailed graphics, which can be expensive
* Can be expensive to prepare information materials for a one off session, most cost efficient when a number of sessions are held
* Can generate a large amount of material (eg. feedback sheets) requiring analysis
 |
| **M** | Meetings facilitated by stakeholders (i.e. residents group meetings) | * Piggy back on existing forums, limiting organisation time and requirements
 | * Lack of control, potentially unpredictable outcomes
 |
| **N** | Newsletters / EDMs | * One-way information provision
* EDMs (via CONNECT) are a quick, simple way to communicate information on a large scale
* Powerful analytics can determine penetration / success to inform an agile approach to CSE
 | * Hard copies sometimes not delivered
* Not engagement – simply information
 |
| **P** | Public meeting | * Face-to-face engagement
* Opportunity for public to question the team and have issues addressed at first point of contact, reducing impact on CIC and Media
 | * Usually adversarial by nature
* Difficult to facilitate / control
* Dominated by a few loud voices
* Slanted in favour of opponents
* Can generate media coverage
* Can turn political
 |
| **R** | Reference Groups  | * Collaborative, working group setting
* Outcome-focused, face-to-face engagement
* Provides project team with local considerations
* Builds trust through regular dialogue
* Possible time saving benefit through reduced need for one-on-one meetings
 | * Difficult to demonstrate how representative these forums are in an age when community structures are more fragmented
* Can be dominated by motivated vocal minorities
* Can become politicised through involvement of local members and councillors
* Large scale influence is limited, leading to expectation management challenge
* Ongoing time commitment for Project Managers and Communication resources
 |
| **S** | Surveys / Questionnaires  | * Provides input from individuals who would be unlikely to attend meetings
* Provides input from a cross section of public, not just activists
* Statistically tested results are persuasive with political bodies and the general public, providing ‘weight’ to the rationale for decision making
 | * Response rate is generally low
* Can be labour intensive and expensive to achieve statistically valid results
* Does not create dialogue or build consensus
* Level of detail may be limited
 |
| **W** | Web based meetings | * Cost and time efficient
* Can include a broader audience
* People can participate at different times or the same time
* Allows people in remote locations (who are unable to travel for a meeting) to participate
 | * Can be difficult to manage or resolve conflict
* Participants in remote locations may not have access to strong / fast internet, limiting participation
 |
| **W** | Website | * One-way information provision
* Real-time usage analytics can determine penetration / success to inform an agile approach to CSE
* Accessible to a large demographic/audience, spreading wide awareness
 | * Must be kept up to date or it appears abandoned, unprofessional and unimportant, communities disengage quickly
* Not engagement – simply information
 |