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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 |