

Elected. And engaged.

Councillors play a critical role in the success of community and stakeholder engagement.

As the decision-maker and part of the Council leadership team, Councillors have a responsibility to:

- make decisions in the interests of the public good
- balance competing interests and voices, and hearing from the quiet voices, and the people who are interested or could be impacted
- communicate controversial projects or policies
- build a sense of community and resilience
- assess proposed community engagement plans and reports presented to Council for approval or decision
- gain buy-in for Council decisions.

ArticulOUS is the 2019 global winner of the International Association for Public Participation (IAP2) award for engagement for our work with Brisbane City Council. We also won IAP2's national Community Development award for our work with Logan City Council.



COMMUNITY + STAKEHOLDER ENGAGEMENT FOR ELECTED REPRESENTATIVES

A 3-session introduction program designed for newly elected Councillors

Session 1:
**The fundamentals of
quality community
engagement**

Session 2:
**Project planning
and budgeting**

Session 3:
**Tough decisions
and ways to engage**

PROGRAM OVERVIEW

Session 1: The fundamentals of quality community engagement

- What is community and stakeholder engagement
- Understanding and differentiating between community members, stakeholders and a decision-makers
- The role of elected officials
- Industry models for best practice and decision making
- Examples of best practice and poor engagement
- Explore how engagement benefits decision making
- The risks of engagement and not engaging
- Criteria for decision making
- Generating Council-wide knowledge and data to inform future projects

Session 2: Project planning and budgeting

- Differentiate engagement from “traditional consultation”
- Building engagement into the project planning process
- Consider implications to the budget process
- Intentionally reaching community to go beyond the squeaky wheel
- Purposeful and meaningful engagement
- Clearly define the negotiables and non-negotiables
- To engage or not to engage
- Consider implication to the budget process
- Ways to prioritise projects

Session 3: Tough decisions and ways to engage

- Taking a strategic approach to engagement
- Engagement plans
- Critical questions to ask project teams
- The range of engagement methods to achieve different Council purposes
- Managing community and stakeholder expectations
- Deep dive into different ways to engage such as live polling, co-design, augmented reality and world-cafes!
- How to achieve best practice engagement

LEARN FROM THE EXPERTS

Sign up to Articolous' online training academy. Contact our digital engagement team for support.

articulous.com.au/digital-engagement-training/