A large, white, stylized lowercase letter 'c' is positioned on the left side of the slide. It is a simple, elegant font with a slight curve at the bottom.

AMY HUBBARD, CEO

CAPIRE CONSULTING GROUP
EMAIL. AMY@CAPIRE.COM.AU
TELEPHONE. (+61-03) 9285 9000

WWW.CAPIRE.COM.AU

A light blue speech bubble graphic is positioned in the center-right of the slide. It has a rounded top and a tail pointing towards the bottom right. Inside the bubble, the text 'Understanding the purpose of your engagement' is written in a white, serif font.

Understanding
the purpose of your
engagement

capire

Hello.

c/



capire

Today...

- Background
- Story 1
- Story 2
- Rationale
- Application

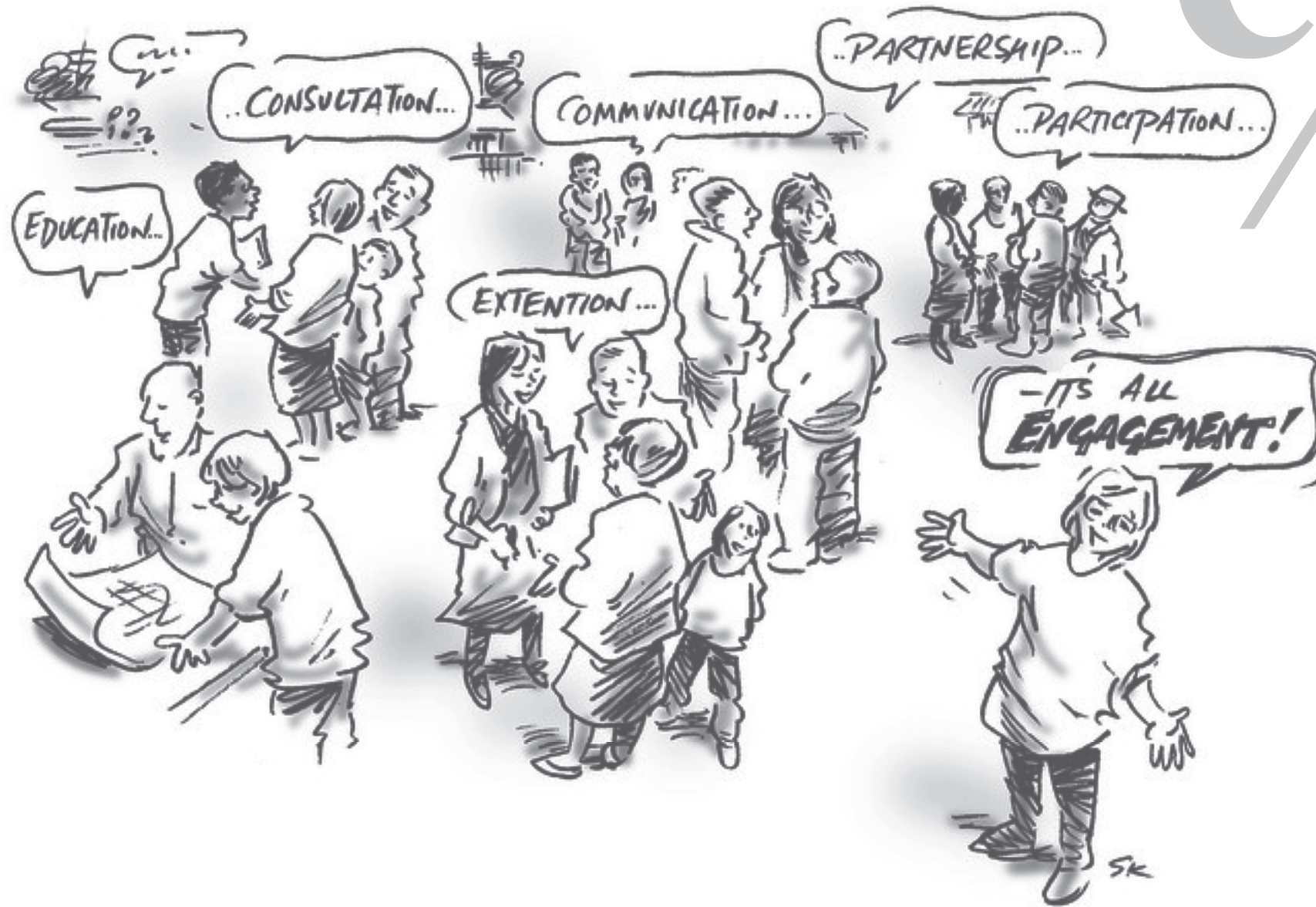


**'Community
engagement'**

c/



capire



capire

1. A few years ago...



Public Relations

We own
engagement.

capire

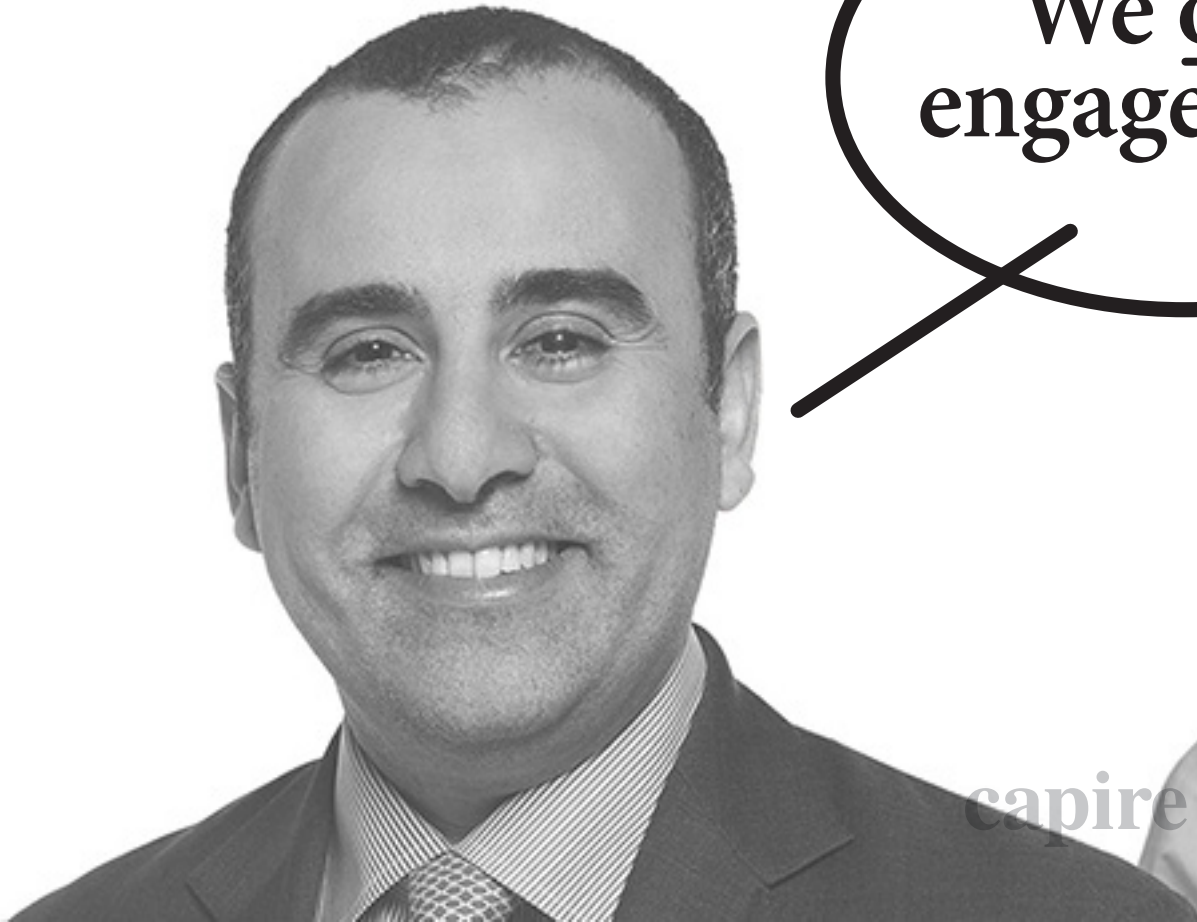


1. A few years ago...



Planning and Engineering

**We own
engagement.**



capire

1. A few years ago...

C

Community Development

We own engagement.



capire

1. A few years ago...



So –
they needed a
definition that was
flexible to the individual
project /program.

A one-size-fits-
all approach was
probably *not* going
to work!

capire



2. Mapping against the Spectrum...



2. Mapping



The IAP2 Public Participation Spectrum

Increasing level of public impact

Inform	Consult	Involve	Collaborate	Empower
<p>Public participation goal To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.</p>	<p>Public participation goal To obtain public feedback on analysis, alternatives and/or decisions.</p>	<p>Public participation goal To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.</p>	<p>Public participation goal To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.</p>	<p>Public participation goal To place final decision-making in the hands of the public.</p>
<p>Promise to the public We will keep you informed.</p>	<p>Promise to the public We will keep you you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.</p>	<p>Promise to the public We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.</p>	<p>Promise to the public We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.</p>	<p>Promise to the public We will implement what you decide.</p>
<p>Example techniques</p> <ul style="list-style-type: none"> ■ Fact sheets ■ Web sites ■ Open houses 	<p>Example techniques</p> <ul style="list-style-type: none"> ■ Public comment ■ Focus groups ■ Surveys ■ Public meetings 	<p>Example techniques</p> <ul style="list-style-type: none"> ■ Workshops ■ Deliberative polling 	<p>Example techniques</p> <ul style="list-style-type: none"> ■ Citizen advisory committees ■ Consensus-building ■ Participatory decision-making 	<p>Example techniques</p> <ul style="list-style-type: none"> ■ Citizen juries ■ Ballots ■ Delegated decision

Non-decision making 95%

Decision making 5%

© 2007 International Association for Public Participation

95+%

Community
engagement



capire

Community engagement



It's about involving
the community in
decision-making...



capire

Community engagement



It's about
the

It's about healthy,
connected and active
communities. It's about social
and economic participation
leading to more sustainable
communities. It's about leaders
valuing civic participation and
local decision making...



capire

Community engagement



It's all
the

It's about healthy,
connected and active
communities. It's about social
and economic
leadership
community

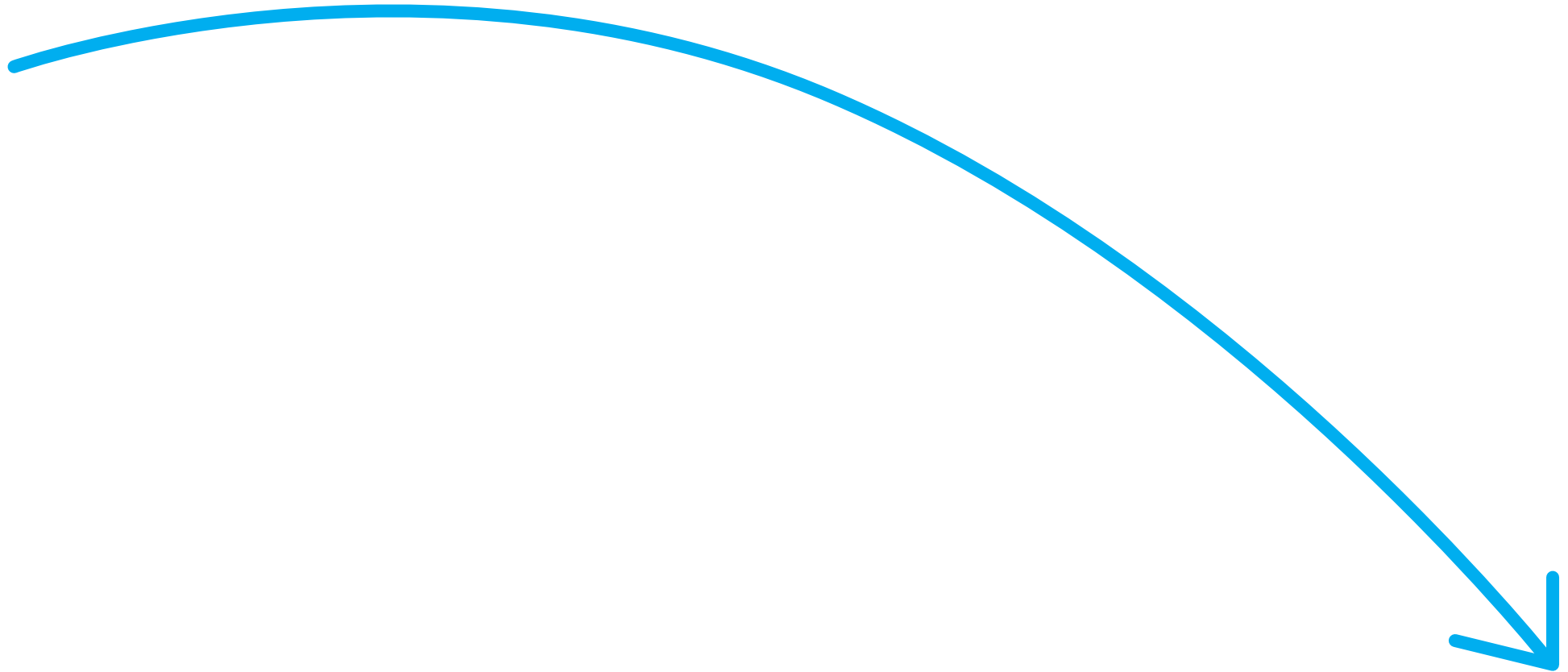
**It's
*everything!***



capire

Hmm...

c/



capire

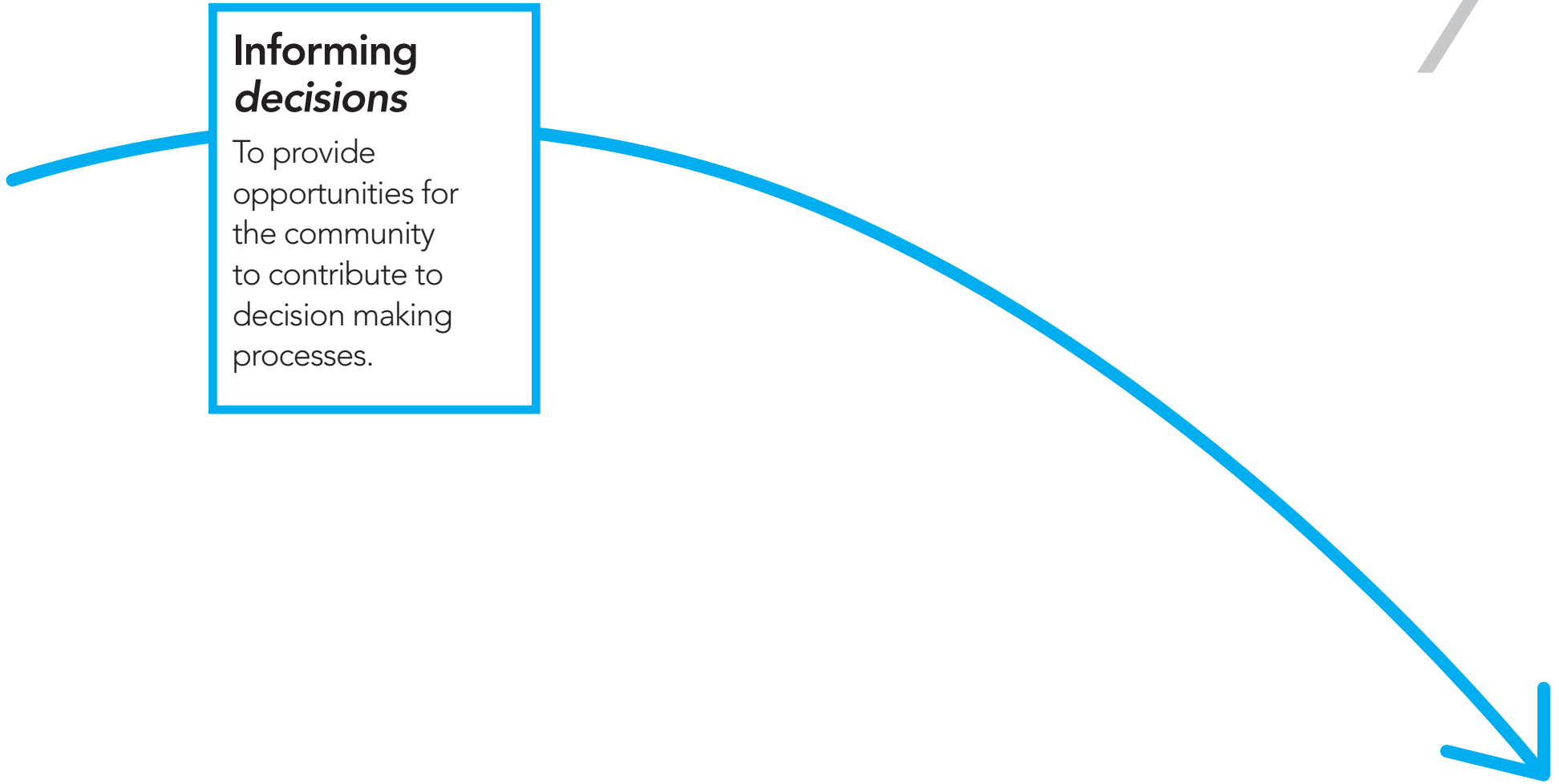
Hmm...



**Informing
*decisions***

To provide opportunities for the community to contribute to decision making processes.

capire



Hmm...



**Informing
*decisions***

To provide opportunities for the community to contribute to decision making processes.

**Building
*capacity***

To educate the community on a specific theme or issue to increase knowledge or change behaviours.

capire

Hmm...



**Informing
*decisions***

To provide opportunities for the community to contribute to decision making processes.

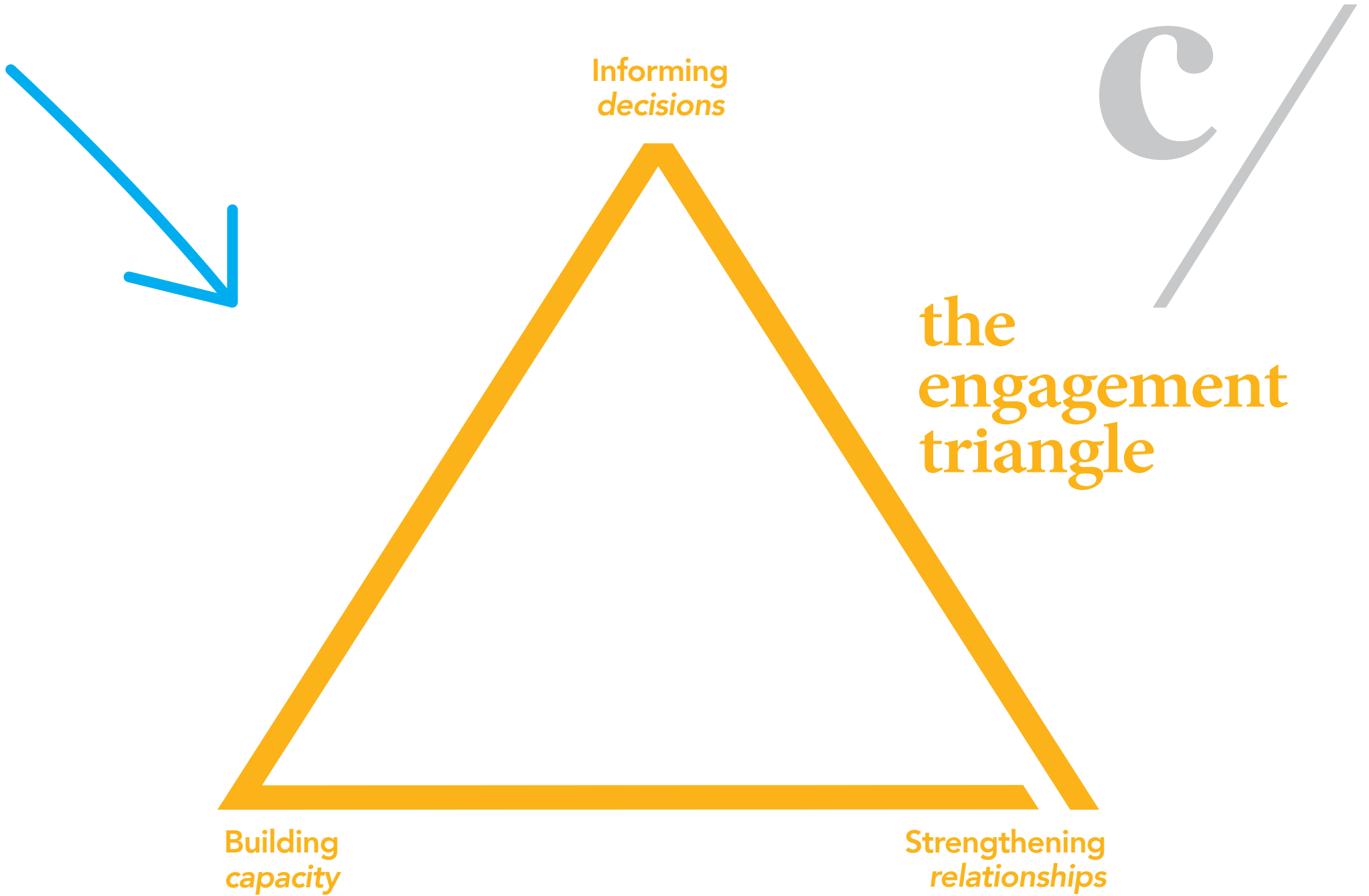
**Building
*capacity***

To educate the community on a specific theme or issue to increase knowledge or change behaviours.

**Strengthening
*relationships***

To build new relationships and /or improve relationships with the community.

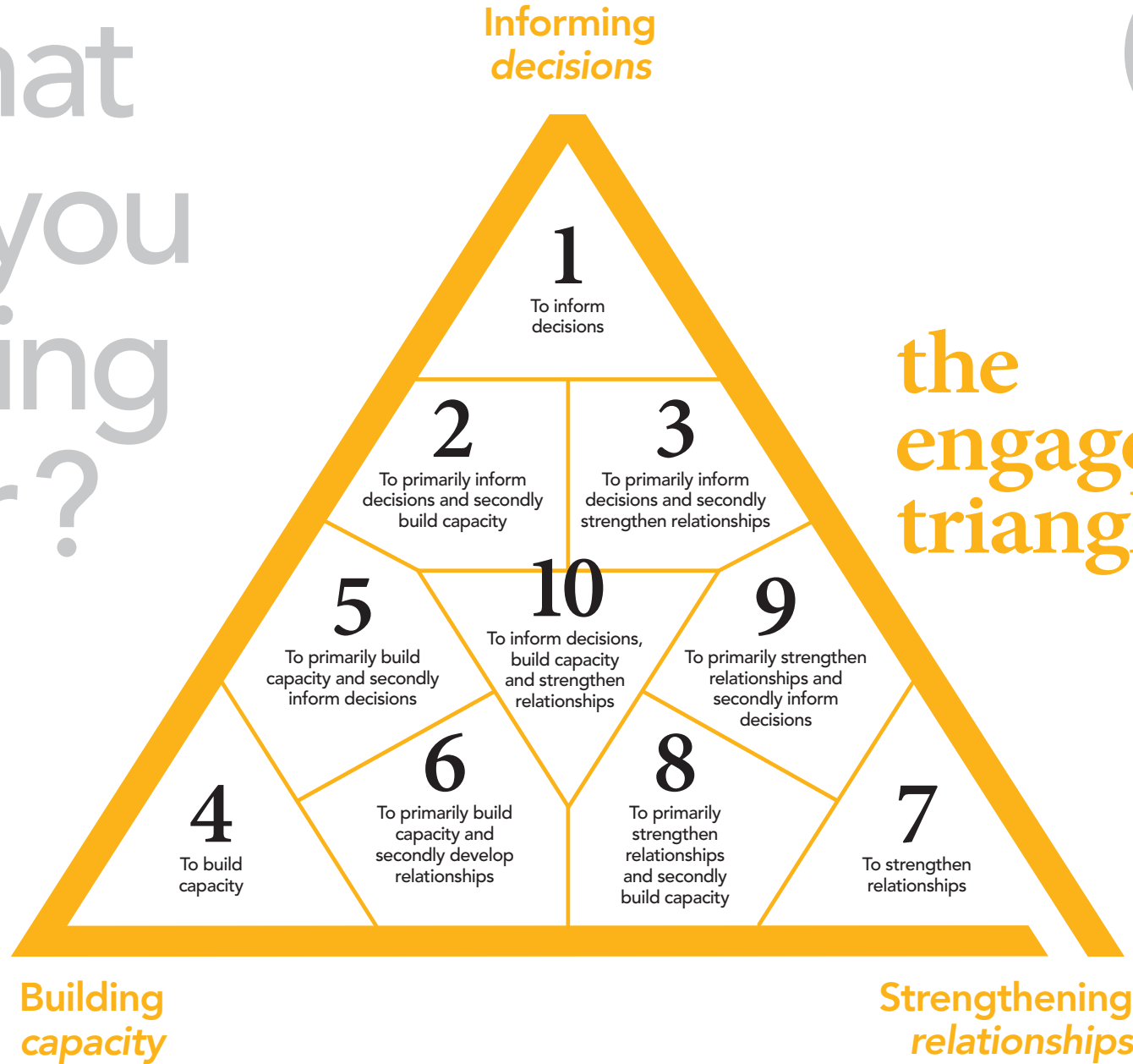
capire



capire



What
are you
aiming
for?



the
engagement
triangle

capire

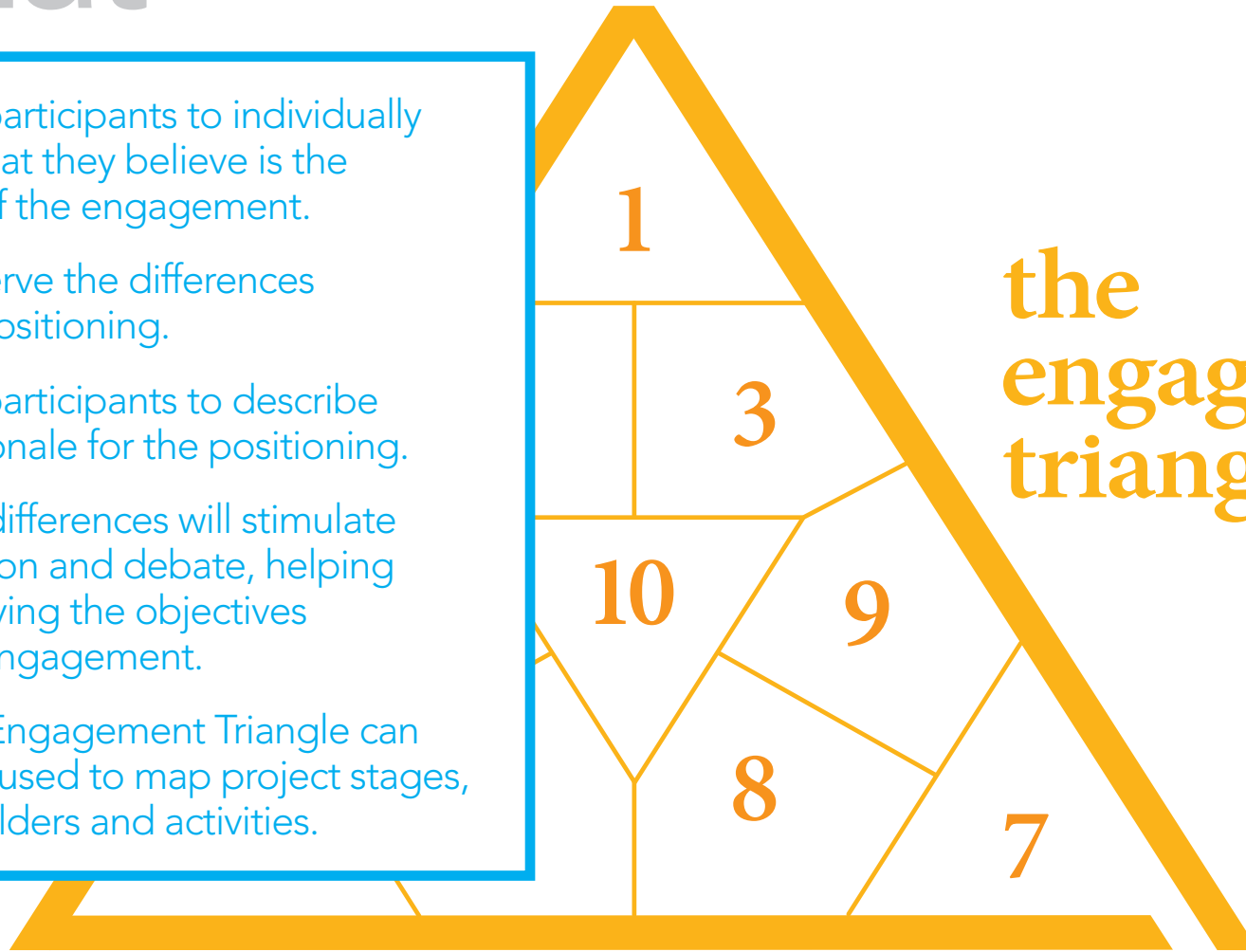
What



an
a

- ▼ Ask participants to individually map what they believe is the intent of the engagement.
- ▼ Observe the differences in the positioning.
- ▼ Ask participants to describe the rationale for the positioning.
- ▼ The differences will stimulate discussion and debate, helping to clarify the objectives of the engagement.
- ▼ The Engagement Triangle can also be used to map project stages, stakeholders and activities.

Informing
decisions



the
engagement
triangle

Building
capacity

Strengthening
relationships

capire

What
are you
aiming
for?



Informing
decisions

the
engagement
triangle

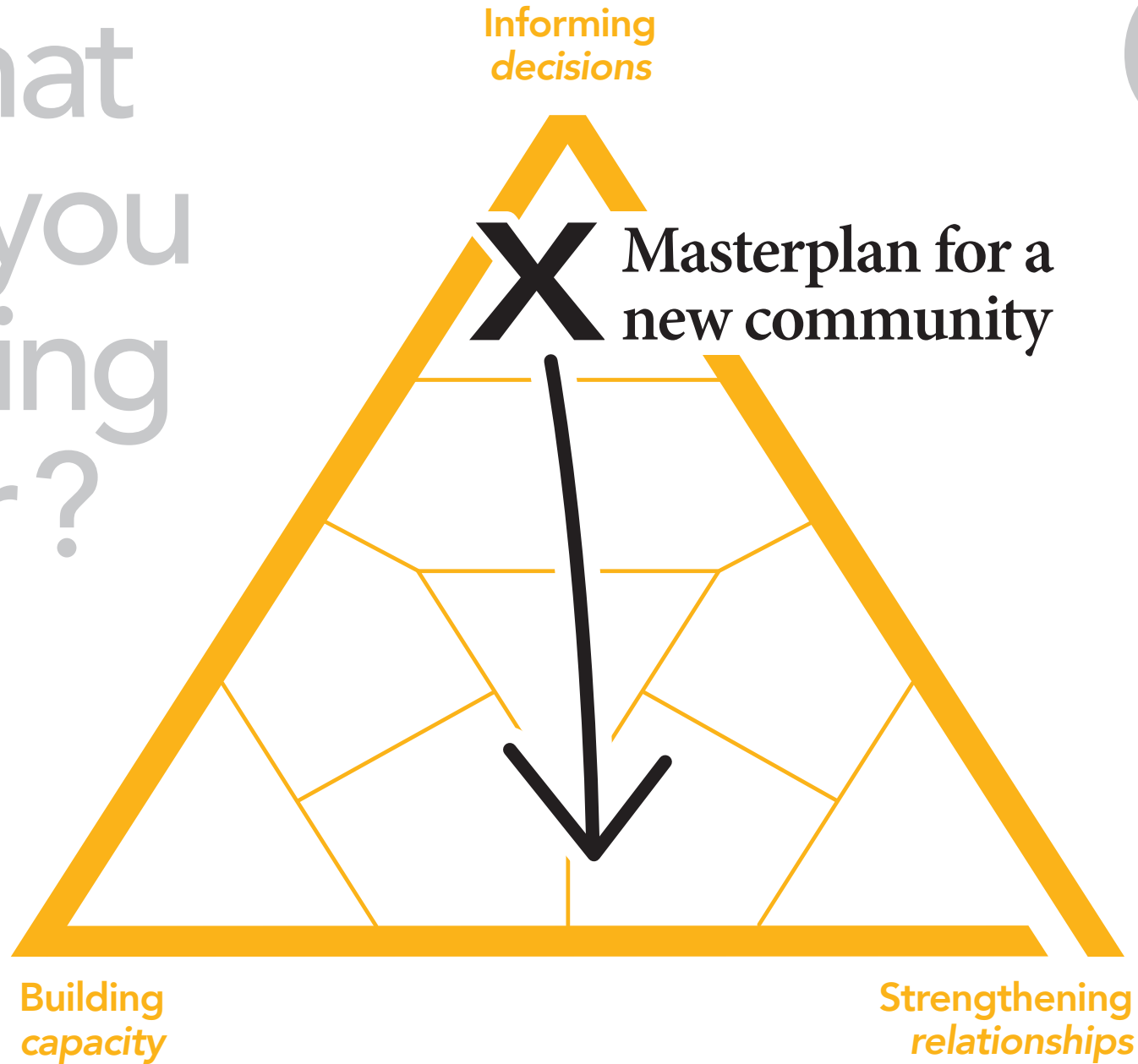


Building
capacity

Strengthening
relationships

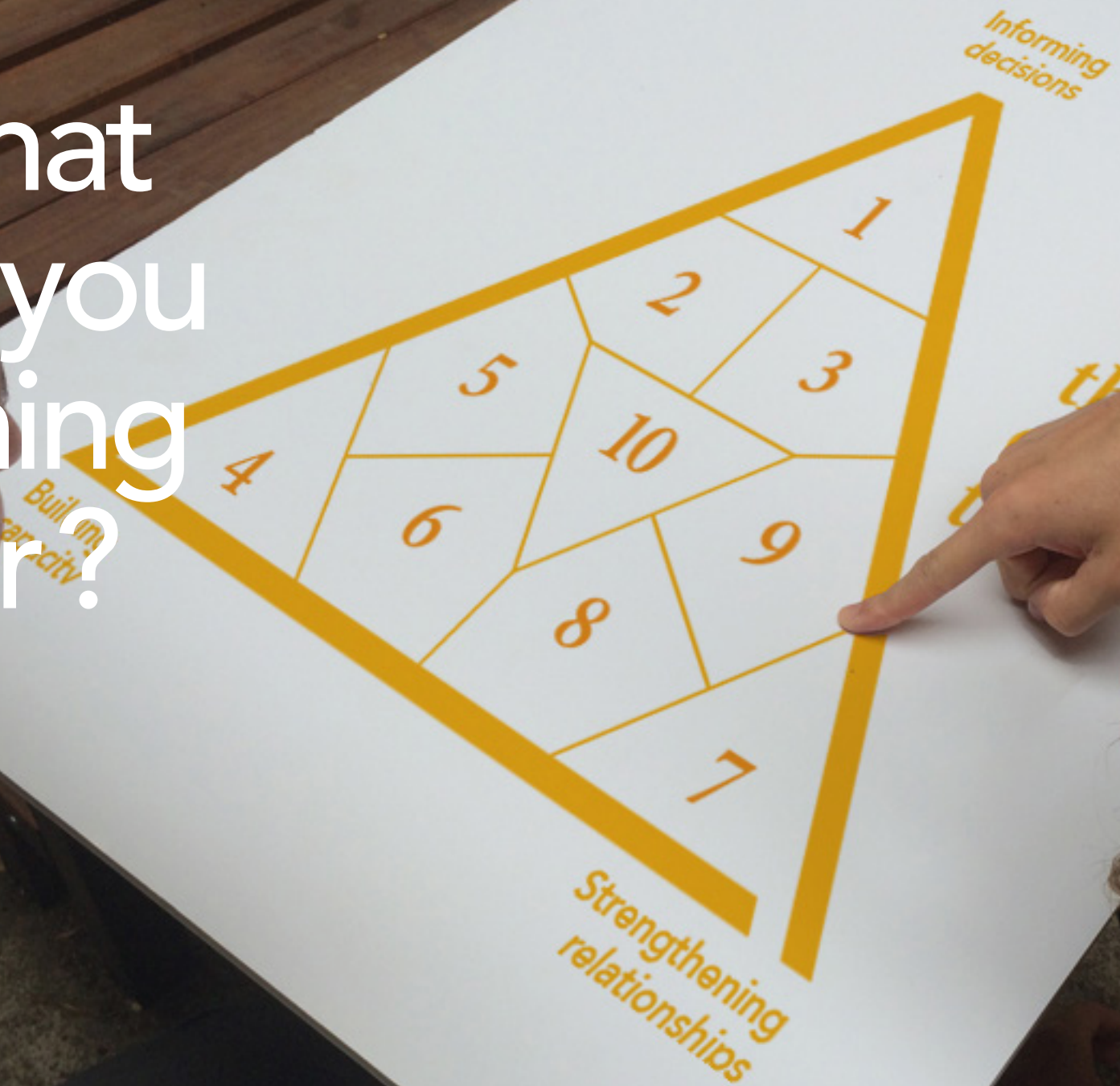
capire

What
are you
aiming
for?



capire

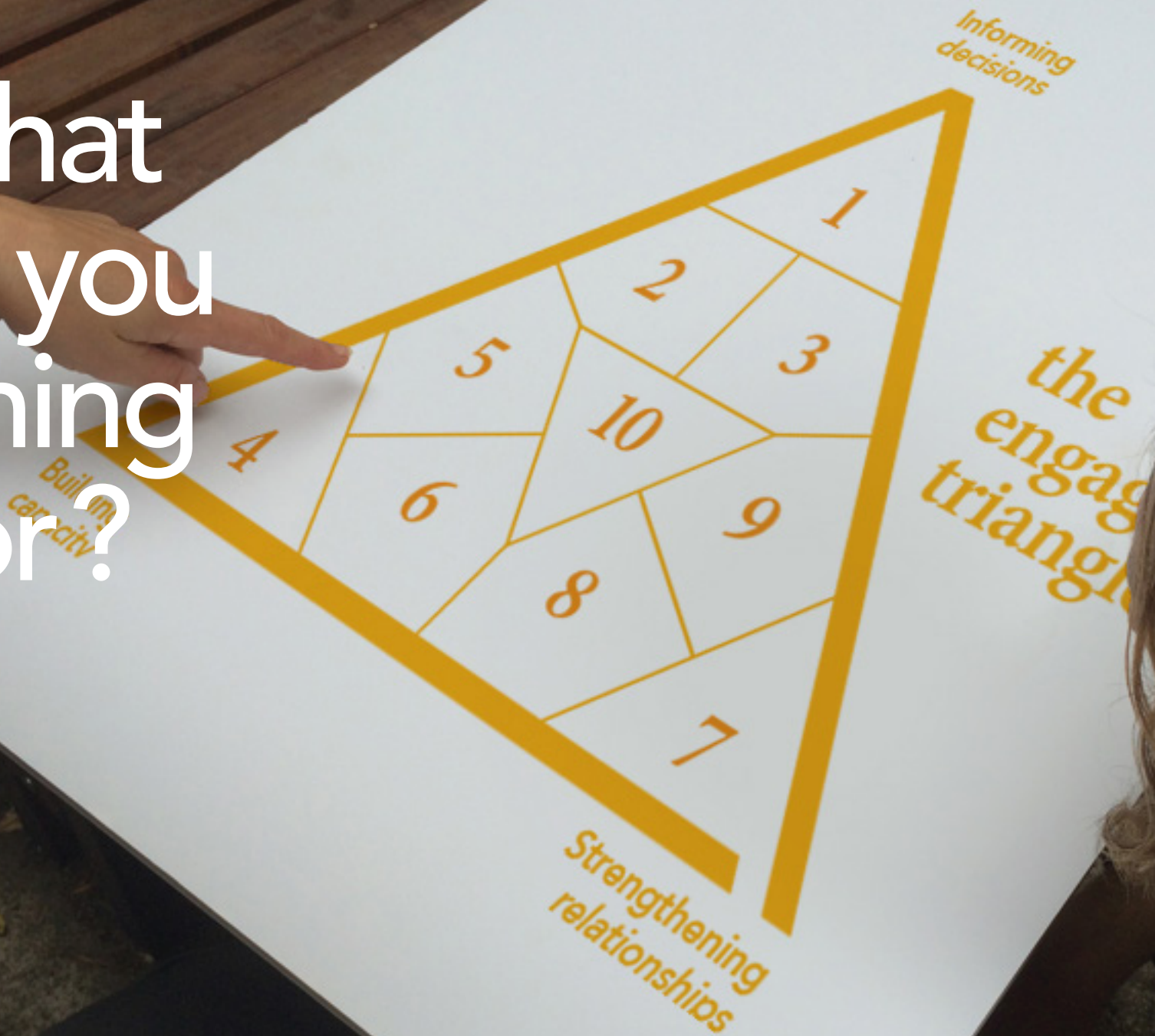
What
are you
aiming
for?



Build on
capacity

th
t

What
are you
aiming
for?



What
are you
aiming
for?



Tools

... delivery project by ...

... of tools and ... are drawn from Capire's ... projects and experiences.

	One-to-one	Small group	Drop-in
1 To inform decisions			
2 To primarily inform decisions and secondly build capacity			
3 To primarily inform decisions and secondly strengthen relationships	★		
4 To build capacity	✓		
5 To primarily build capacity and secondly inform decisions	✓		
6 To primarily build capacity and secondly develop relationships	✓		
To strengthen relationships			
To primarily strengthen relationships and secondly build capacity			
To primarily strengthen relationships and secondly inform decisions			
To primarily strengthen relationships and secondly inform decisions, build capacity and secondly strengthen relationships	✓		

Tools listed in the grid:

- Interviews
- Telephone survey
- Intercept survey
- Vox pop
- Briefing
- Meeting
- Focus group
- Walking tour
- Consultative group
- Citizen jury
- Kitchen table discussion
- Workshop
- Project trip
- Checklist
- Pop-up
- Listening post
- Information session
- SpeakOut
- Self-

Downloads

www.capiire.com.au/
[#publications-section](https://twitter.com/capiire)



Thanks!

AMY HUBBARD, CEO

CAPIRE CONSULTING GROUP
EMAIL. AMY@CAPIRE.COM.AU
TELEPHONE. (+61-03) 9285 9000

WWW.CAPIRE.COM.AU

capiire