Community Engagement Basics (Local Government)

Day 1: Understanding Community Engagement

Time	Programme
9:00am-9:30am	Introductions, housekeeping, workshop outline and objectives
9:30am-10:15am	**What is Community Engagement?** *Objective(s):* • Clarify language and agree definitions for "Community Engagement" and "Community" • Understand the different levels of engagement; the engagement spectrum and its various forms • understand the OECD principles for engaging communities
10:15am-10:30am	***Morning break*** *Refreshments & networking*
10:30am-11:15am	**Why is Community Engagement Important?** *Objective(s):* • Understand why community engagement is important • Understand the benefits • Understand the constraints
11:15am-12:00pm	**Legal Compliance and Community Engagement** *Objective(s):* • Understand the changes to Part 6, Local Government Act 2002 • Introduction to the LGA Resource Kit
12:00pm-12:30pm	***Lunch break***
12:30pm-1:15pm	**The Engagement Mind-set** *Objective(s):* • To highlight the importance of fully defining the problem or issue • To understand the shortcomings of the current decide-announce-defend model • To explore a more inclusive model • To understand the benefits of involving the community in problem solving and decision-making

Time	Programme
1:15pm-2:00pm	**Who is "the community"** *Objective(s):* • Understanding stakeholders and their differences • Knowing how to undertake stakeholder analysis • Understanding the importance of internal stakeholders • Understanding stakeholder influence and importance • Knowing how to decide the level of engagement for each stakeholder group • Understanding stakeholder engagement challenges
2:00pm-3:00pm	**What's in the Community Engagement Toolbox?** *Objective(s):* • To be aware of the types of tools available • To know how to use the tools • To understand the importance of matching tools to outcomes and target audiences
3:00pm-3:15pm	***Afternoon break*** *Refreshments and networking*
3:15pm-4:00pm	**The Importance of Planning for Community Engagement** *Objective(s):* *To understand -* • the difference between an organisational engagement plan and a project engagement plan or strategy • the relationship between an organisational plan and a project engagement plan • how an engagement plan fits into a project plan • why planning is important
4:00pm-4:15pm	**Summary and closure of Day 1**

Day 2: Building and implementing a Community Engagement Strategy

Time	Programme
9:00am-9:30am	Recap day 1, day 2 outline and objectives
9:30am-10:15am	**Introduction to the Engagement Plan Templates** *Objective(s):* • To distribute the templates set • To understand how they inter-connect • To understand how they can help make writing an engagement plan easier
10:15am-10:30am	***Morning break*** *Refreshments & networking*
10:30am-12:00pm	**How to build a community engagement strategy** *Objective:* • To create an engagement plan for a selected participant project using templates
12:00pm-12:30pm	***Lunch break***
12:30pm-3:00pm	**How to build a community engagement strategy (continued)**
3:00pm-3:15pm	***Afternoon break*** *Refreshments and networking*
3:15pm-4:00pm	**Engaging Online** *Objective(s):* • To appreciate the extent of internet use and social media in NZ • To share participants' use of social media • To understand where local government currently stands in its use of online engagement • To understand the benefits of engaging online • To know how to engage online successfully
4:00pm-4:15pm	**Workshop summary and Closure**