



**Engagementworks**

# **Community Engagement Basics**

**Session 6 – Video 2**

**Deciding which tools to use**

# Deciding which tools to use

## Introduction

In this lesson we will:

- Look at tool choices for different engagement tasks
- Identify ways of picking tools that will work
- Look at ways of analysing and reviewing the effectiveness of selected tools – during an engagement project and afterwards.



## Tool choices

Choosing the right tool or mix of tools depends on a number of things, including:

- the issue
- legislative and regulatory requirements
- the objectives of the exercise
- political sensitivities
- Stakeholder preferences
- whether a decision has already been made or not
- the negotiables and non-negotiables (choices and options available)
- available resources.

## The Engagement Toolbox

The following sections summarise the content and tools contained in the Engagement Toolbox document supplied as part of this course. You can use that as a reference to examine the pros and cons of different engagement tools.

As tools can be used for different purposes with different communities and audiences, an engagement toolbox will need to comprise a mix of tools that may need to be used at different stages of an engagement project.



### Deciding which tools to use

Do you need to provide information?

- Newsletters, brochures, leaflets, press releases, letters
- Public exhibitions
- News releases (mainstream and community-based papers)
- Radio advertisements and interviews (main stream and community-based stations)
- Social networking media
- Community events
- Online communication
- Exhibitions and displays



Do you need a representative response?

- Citizens' panel
- Sample surveys
- Representative focus group



Do you want to identify all issues and concerns?

- Letters
- Submissions
- Telephone hotline
- Online communication
- Surveys
- Public meetings
- Search conference
- Workshops
- Community events
- Open days



Do you need to deal with a complex issue?

- Information displays
- Focus groups
- Online forums
- Surveys
- Regular meetings
- Road shows
- Expert panel
- Representative forums



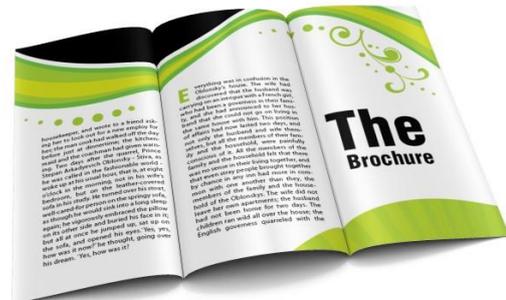
Do you need to get input from as many people as possible?

- Public displays
- Newsletters with enclosed response forms
- Free telephone hotline
- Press releases
- Online tools
- Surveys (door-to-door)
- Community events
- Citizens' panel (for a representative group)
- Targeted postal surveys accompanied by a marketing campaign
- Submissions
- Seminars and forums



Do you need to include people who are often excluded and reach larger numbers?

- Advertising, news media, newsletters, brochures
- Public displays and exhibitions
- Online tools, including forums
- Community events
- Social networking media
- Focus groups
- Meetings with existing groups and community and cultural leaders
- Involving other state agencies and levels of government
- Involving community groups
- Surveys



Do you need to review or improve the service or test new approaches?

- Focus groups
- Learning from employees on the ground
- User/non-user surveys
- Suggestion schemes
- Stakeholder meetings
- Employees feedback
- Effective complaints system



Do you need regular dialogue with the same people?

- Newsletters with a feedback mechanism
- Social networking media
- Leaflets, press releases, radio advertisements
- Exhibitions, displays



Do you need to build relationships and involvement?

- Letters
- Social networking media
- Meetings with key individuals
- Community events
- Open days
- Advisory committee
- Steering committee



Do you need to deal with conflicts of interest?

- Stakeholder meetings
- Mediation

Do you want specific public inputs into your decision making?

- Online tools, including forums
- Exhibitions and displays
- Submissions
- Telephone hotlines
- Surveys
- Social networking media
- Public meetings
- Online tools, including forums
- Search conferences
- Expert panel
- Workshops
- Community events
- Advisory committee
- Steering committee



### **Analysis and review – During the project**

- Are communities participating?
- Including hard-to-reach groups?
- Are responses forthcoming?
- Is what we're hearing useful?
- Are we sharing what we're hearing and learning?

If the answer to any of these is “no” then the chosen toolbox should be amended.

## Analysis and review – After the project

- Did communities participate?
- Including hard-to-reach groups?
- Did they feel involved and valued?
- Could they see how their views were heard?
- Did they trust the process and tools used?
- Would they participate again?



If the answer to any of these is “no” then the chosen toolbox should be amended for future engagement projects.

## In summary

In this lesson we have:

- Looked at tool choices for different engagement tasks
- Identified ways of picking tools that will work
- Looked at ways of analysing and reviewing the effectiveness of selected tools – during an engagement project and afterwards.

