



Engagementworks

Community Engagement Basics

Session 9 – Video 4

Community Engagement Project Team

Community Engagement Project Team

Introduction



In this lesson we focus on the community engagement project team which ideally should comprise both internal and external interests.

We continue with our Moeraki Engagement Plan example which addresses their significance and engagement policy development.

This topic fits in the contents for an engagement plan as –

10. Governance and project team

Template 5 - Potential Community Engagement Project Team

Not all decisions to be made are part of a project with an established project team.

However, if there is no formal project team you may find it really helpful to have a team of people you can work with to develop and implement your engagement plan.

This template is designed to help you work through a process of establishing a project team or liaison group to help with your engagement process.

The questions are designed to stimulate thinking and to encourage you to look wider than just within your own peer group or organisation.

Having interested and influential stakeholders inside the fence could smooth the way for the successful development and implementation of your plan and project while at the same time building trust and cooperation.



If you have an overall Project Team, who could potentially be involved in a specific Community Engagement Project Team?
If you don't have an overall Project Team, list people who you could consider for involvement in a specific Community Engagement Project Team?

Which citizen and stakeholder groups are included in the team?
List any additional stakeholders that could be included in a specific Community Engagement Project Team, or in the activities you are undertaking to ensure adequate inclusion?

Here is our attempt to complete the template.

You can see that we don't have a formal project team but want to involve people both internal and external from a range of identified stakeholder groups.

Often when you are doing this type of exercise you will think of groups not previously identified and this can then affect other templates in the set that you have already worked on.

Don't be afraid to revisit templates you have already worked on.



If you have an overall Project Team, who could potentially be involved in a specific Community Engagement Project Team?
No specific project team for this policy development
If you don't have an overall Project Team, list people who you could consider for involvement in a specific Community Engagement Project Team?
Internal – representative from each council department External – one representative for each of the key stakeholder groups selected from focus groups set up to provide input to the draft policy
Which citizen and stakeholder groups are included in the team?

Focus groups for –

- Residents and ratepayers
- Business and commercial
- Community groups
- Government
- Maori

List any additional stakeholders that could be included in a specific Community Engagement Project Team, or in the activities you are undertaking to ensure adequate inclusion?

- Education
- Health
- Social welfare
- Tourism
- Law and order
- Churches and religious groups

Conclusion

In this lesson we have looked at our template for helping appoint a community engagement project team and we can see that the more representative the team is the better it will be.

In the next lesson we start bringing things all together towards a completed engagement plan.

