

Stakeholder Engagement Plan

Template

The purpose of this stakeholder engagement plan is to identify relevant stakeholders (individuals, groups and audiences), their responsibilities or influence, any established expectations or positions that may need to be taken into account, and how they are to be engaged.

Important notes:

- 1. This is a working document, subject to significant change, and the latest approved version must be used.
- 2. This document should only be used for its intended purpose: for the deliberative purposes of the project or initiative.
- 3. This is a sensitive document and must be handled securely.

Strategic Context

Project / initiative objectives	Stakeholder engagement objectives	Engagement principles
[List the key objectives of the project or initiative, including key stakeholder benefits]	[List the objectives of engaging with stakeholders, including any co-design or co-creation, consultation, decision-making or advice, information and awareness.	[List the key principles which should guide all stakeholder engagement activities - these should help define the 'voice' and/or 'tone' of engagement activities and communications.

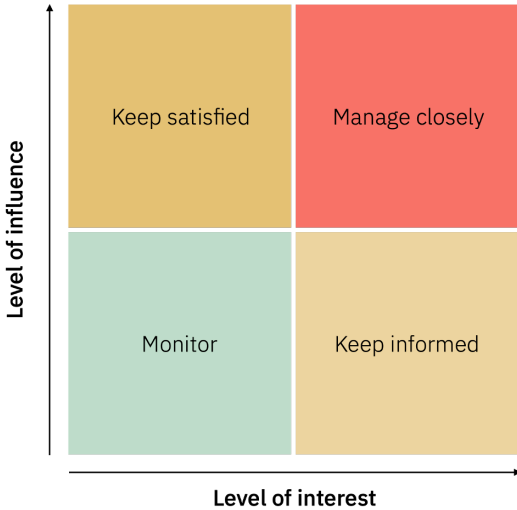
Executive Summary

Stakeholder	Influence and Interest	Established Positions and Expectations	Type of Engagement	Messages and Methods	Triggers / Frequency / Schedule	Priority
Individual, role, group or audience with an active or passive influence on the project or initiative. Include or link to contact details and further information as required (eg. Refer to Attachment 1).	Describe the type and significance of influence this stakeholder has over this project or initiative. This can include key accountabilities, responsibilities, or require a need to actively engage for directional or informative purposes, or simply a need to keep informed because of a direct or indirect influence. The level of influence and interest can be 'mapped' as per Attachment 1,	Describe (and reference) any established positions that may need to be taken into account.	Describe the type of engagement to be undertaken, and note any stated expectations of the stakeholder where these can be established. Engagement may include active direction or authorisation, consultation, lobbying or advocacy, keeping informed (directly or indirectly), using new or established approaches.	Describe the relevant key (primary) messages and supportive (secondary) messages, and the relevant methods by which they are delivered to the stakeholder.	Describe the frequency of any regular engagement and relevant triggers or events for ad hoc communications.	Allocate a relevant priority (or priorities)

Attachment 1: Identify and ‘map’ stakeholders

Stakeholder	Contact(s)	Level of interest	Level of influence	What the stakeholder wants	What is wanted from the stakeholder	Relationship owner

Note that the *level of interest* and *level of influence* can be used as a simple means of classifying or ‘mapping’ stakeholder engagement. For example:



Attachment 2: Engagement activity timetable

Stakeholder	Engagement timeframe	Engagement purpose	Engagement method	Engagement frequency	Engagement activity	Activity owner	Activity status
					Include date(s) and location(s), as appropriate		

Attachment 3: Engagement activity review

Stakeholder	Engagement activity	How stakeholder feedback will be collected and addressed	How stakeholder satisfaction will be assessed	How team feedback will be collected and addressed	How team satisfaction will be addressed	Next engagement activity review date	Responsible for review