PlanSA

Tool – Principles in action

Community Engagement Charter principles in practice

Charter principle	Performance outcomes	How the principle may look in practice
Engagement is genuine *All parties are genuine and honest in their participation. Those conducting the engagement use their best endeavours to proactively seek participation of communities and genuinely listen to and understand the range of views. Those participating are open to a range of perspectives and are well informed. Participants respect that their views may not prevail.*	• People had faith and confidence in the engagement process.	• A variety of opportunities are provided to participate (e.g. time of day, day of the week, online, face-to-face) to genuinely seek input. • Information is presented in an easy-to-understand and accessible language and is available in multiple languages and formats, including graphics and other visual forms. • Those engaging are open to considering change to a proposal as a result of engagement feedback. • Engagement actively seeks input to shape proposals early in their development. • The proponent is available to the process. • Engagement allows adequate notice and time for input. Should a final proposal be presented, people have adequate time to understand and provide comments before the proposal is adopted.
Engagement is inclusive and respectful *Affected and interested people can have their say and be heard, regardless of background or status. People are invited/encouraged to participate early so that they can influence the process and the thinking from the start. All views are acknowledged and considered.*	• Affected and interested people had the opportunity to participate and be heard.	• Engagement is tailored to support people of different ages, backgrounds, abilities and perspectives to participate. • Effort is made to ensure that those affected or interested are aware of the proposal and engaged through the most direct means possible. • Engagement actively seeks input to shape proposals early in their development. • Comments and views are captured and considered. • Participation methods encourage constructive discussion and debate. Real and potential conflicts are acknowledged in an open and non-judgemental way and those tensions are addressed in respectful dialogue.

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Engagement is fit-for-purpose *The process matches the significance of the planning change. It is value-for-money, targeted, flexible, scalable and timely. Innovative forms of technology-based public engagement are considered where appropriate.*	• People were effectively engaged and satisfied with the process. • People were clear about the proposed change and how it would affect them.	• The "reach" of the engagement is determined based on the extent of the impact of the proposal and the level of community interest. • Engagement activities address specific issues and/or matters of contention. • Engagement activities are appropriate to the significance and likely impact of the proposal. • Engagement activities match the scope of community influence (i.e. what they can or cannot change).
Engagement is informed and transparent *People have access to all relevant information at the time it is needed so that they can participate fully. They understand what is happening, why it is happening, what the consequences are and what they can and cannot influence. When decisions are made, the reasons behind them are explained.* *[Technology-based engagement products can be used to provide digital feedback and assist evidence-based reporting].*	• All relevant information was made available and people could access it. • People understood how their views were considered and the rationale for final decisions.	• Information about the proposal is provided in a timely fashion and is readily available online or at request. • Information is presented in an easy-to-understand language and format, uses visual tools or scenarios where possible, and does not assume prior knowledge. • The process of the engagement, proposal development and when and how people can provide input, and about what they can or cannot influence, is clearly articulated. • Engagement materials and activities articulate the key drivers for the proposal. What is the imperative, need, issue or opportunity that it will address? • The potential impacts of the proposal and on-ground development outcomes, including those that may be contentious, are clearly articulated. • Feedback is provided to participants at the end of each stage of engagement and at the end of the enagement process. Participants are advised how input will be used and the rationale behind key decisions.
Engagement process is reviewed and improved *After each engagement exercise, the process is reviewed to see whether the principles have been met and what can be done to improve the process next time.*	• The engagement was reviewed and improvements recommended.	• As the engagement plan is implemented, debriefs occur after each engagement activitity to determine if any changes are required. • At the conclusion of the engagement process, debriefs occur that identify lessons learned. These lessons are shared with peers. • Engagement plans contain measures of engagement success. Where possible the community is involved in setting measures about performance. • Performance measures consider what successful engagement would mean for communities and the proponent (e.g. government). • Engagement reports are written that measure the outcomes of the engagement.

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