



Our engagement approach

OUR ENGAGEMENT APPROACH

We engage to share information, seek input, create discussion, find new ideas, combine knowledge, collaborate on decisions, connect and maximise efforts, inspire action, and walk together.

We value



You

We care about our communities' values, strengths, knowledge, opinions, ideas and abilities.



Trust

We value two-way trust, and act honestly and ethically, with integrity and transparency.



Learning

We appreciate sharing the learning journey. We make bigger and better changes when improving things together.



Together

We know there is power in working together. Doing *with* others, instead of *to* others.



Innovation

We embrace creative minds and courageously seek better ways to reach our shared goals.

Our engagement principles

Start together	We find who is affected, and co-design the engagement process, identifying the engagement purpose, objectives and processes right from the start.
Genuine	We are authentic and honest. We seek meaningful community participation opportunities and genuinely listen to and understand the range of views.
Inclusive and respectful	We seek to include people regardless of background, language, ability or status, and know including diverse views will create better outcomes. All views are acknowledged and considered.
Fit for purpose	Our engagement is a good fit, so we can get on with the 'doing'. It is value-for-money, accessible, targeted, flexible, scalable and timely. It uses new forms of technology when it makes sense. It is adaptive and regularly reviewed.
Informed and transparent	We build trust by being transparent and keeping people informed. People have access to all relevant information at the time they need it, to participate fully. They understand what is happening, why it is happening, the consequences, and what they can and cannot influence. Reasons behind decisions are clearly explained.
Relevant, accessible and engaging	Engagement is welcoming, interesting, timely, presented in a way that has meaning, uses plain English, and meets the needs of people taking part in the process. Provisions are made for different cultural and language groups, physical abilities, literacy levels and learning styles. We know the history of previous engagement, and will link to and build on this.



Putting it in practice

Every engagement context is different. Each engagement strategy will consider the:

- topic/question being addressed
- nature of the community or stakeholders who need to be involved (e.g. their expectations, interest, and how they will be impacted)
- levels of engagement (how much influence people will have over decisions)
- type of engagement, methods, activities and tools
- timeframes
- different ways feedback will be shared with participants (e.g. how and when information gathered will be shared).

Levels of engagement

Every engagement will be different – the purpose, community and stakeholder groups, how people want to be involved, timeframes, budget, staff capacity and the level of influence people will have over various decisions.

The International Association for Public Participation (IAP2) created a *Spectrum of Public Participation* to assist organisations to plan engagement. Different levels of engagement are suggested based on engagement goals, timeframes, resources and levels of concern. It also outlines the type of commitment for each engagement level.

LEVELS OF ENGAGEMENT					
	Inform	Consult	Involve	Collaborate	Empower
Goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution.	To place final decision making in the hands of the public.
Promise	We will keep you informed.	We will keep you informed, listen to concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Types of engagement

Our engagement will sometimes be ‘place-focused’, and other times ‘place-based’. It depends on the complexity of the issues and opportunities. Both are valuable ways to engage communities, understand local needs, and harness passion and expertise.

With **‘place-focused’** approaches, we will consider community views on how we can tailor our services, infrastructure and investment to meet local needs. We will listen to communities and keep them informed, but ultimately decisions rest with us.

‘Place-based’ approaches are used to develop initiatives that address complex issues at a local level. They are most helpful when we need to work together to find new solutions. They involve local communities and local organisations from different sectors. We support them as active participants in developing and delivering initiatives.

This requires shared decision-making, and usually a much longer time frame than ‘place-focused’ approaches. Placed-based approaches work best when communities and government share the right capabilities, policies, mindset and intent. Success relies on shared outcomes and the strength of relationships.

Methods, activities and tools

We will match how we engage, with why we are engaging, who we are engaging, and the context of the engagement.

Our engagement will usually involve some forms of communication and capacity building. We will use surveys to collect information from a large number of people, and for quick responses. Focus groups, forums, World Cafés and collective visioning activities can reveal different views, shared needs and wants.

Agile co-design techniques will bring community needs to the centre when developing and improving initiatives. Systemic Innovation Labs and Collective Impact approaches can help to build communities and create system change. There are many more options that we can explore.



Leadership

We will provide steadfast leadership to educate, inspire, engage, influence and enable our communities to create a cooler, greener and wilder climate resilient Adelaide.

We are your trusted partner, and together we can watch over Nature's back.

Partnerships

Our communities are brimming with people who have knowledge, skills and experience, as well as passions, concerns and new ideas. Working *with* communities and stakeholders will build resilience and strengthen all of our efforts.

Landscape South Australia Act 2019 states Green Adelaide should create strong strategic partnerships, and work collaboratively with other boards, councils, communities and land owners.

Traditional Owners

We acknowledge and respect the Traditional Owners of the Green Adelaide region, the Kurna Miyurna, and will co-design engagement processes that create mutual benefit for all involved parties. We are working with Kurna to develop our *Aboriginal Engagement Statement of Commitment*, which will include more information on our promise to Traditional Owners.

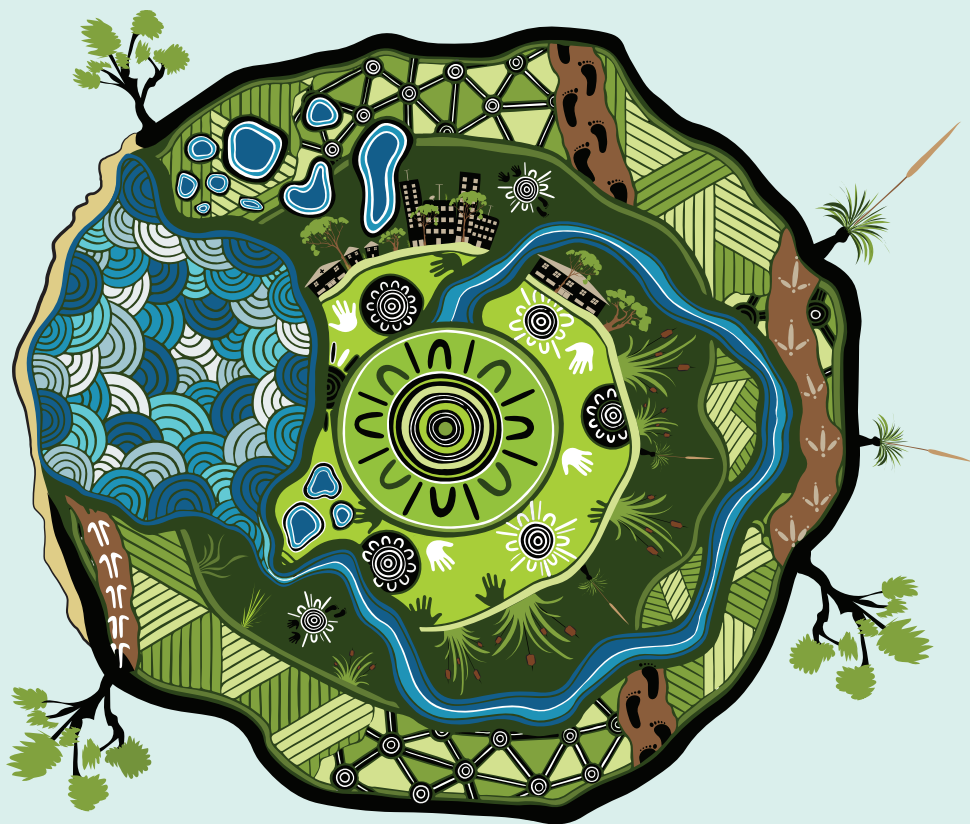
Robust science

We will engage with scientists and other technical experts to improve our knowledge of our natural environment and ensure that science underpins how we conserve and enhance it. We will share this science with local communities early in the process to help people understand options and challenges.

Broadening our reach

We recognise some people face challenges with getting involved in engagement activities, or may not know what they have to offer. We will take an inclusive, innovative, flexible and friendly approach. We will go to the people.

We will seek details on what might prevent people from taking part in engagement, and adjust our efforts as best we can. We invite them to tell us what makes it hard to take part in engagement.



Targeting ‘community’ engagement

‘Community’ is a broad term and includes: Aboriginal peoples, land managers, business owners, industry bodies, local government, residents, and levy payers. Our engagement activities will consider the needs of the relevant communities.

Existing networks

Our communities and stakeholders are already connected in many ways. We will work with existing networks, linking to and supporting collective efforts where people are already involved.

Different views

Our engagement will bring together different people and views, and sometimes it may seem these views will not have any common ground. We acknowledge we cannot accommodate everyone’s views, but we will listen and consider them.

Agile and adaptive

Learning and adapting

We will create ways to experiment and learn together from our engagement activities, and from our communities and stakeholders. We will openly share our learnings with you, and continuously seek better ways of doing things.

Developing our capacity

Green Adelaide staff and partners who deliver engagement activities will be supported to build their capacity to deliver and improve this approach. For example, through training, and knowledge and skills sharing networks.

Improving this approach

We will review this engagement approach periodically, by seeking feedback from the Green Adelaide Board and staff, communities and stakeholders. We will share findings from this review, and outline changes that are made.





Our approach

This approach was developed with input from Green Adelaide Board, staff and partners, and based on a range of engagement principles and approaches.



Principles of Engagement, Better Together.

Community Engagement Charter (April 2018),
State Planning Commission.



A framework for place-based approaches,
Victorian Government.

Spectrum of Public Participation, International
Association for Public Participation's (IAP2).







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