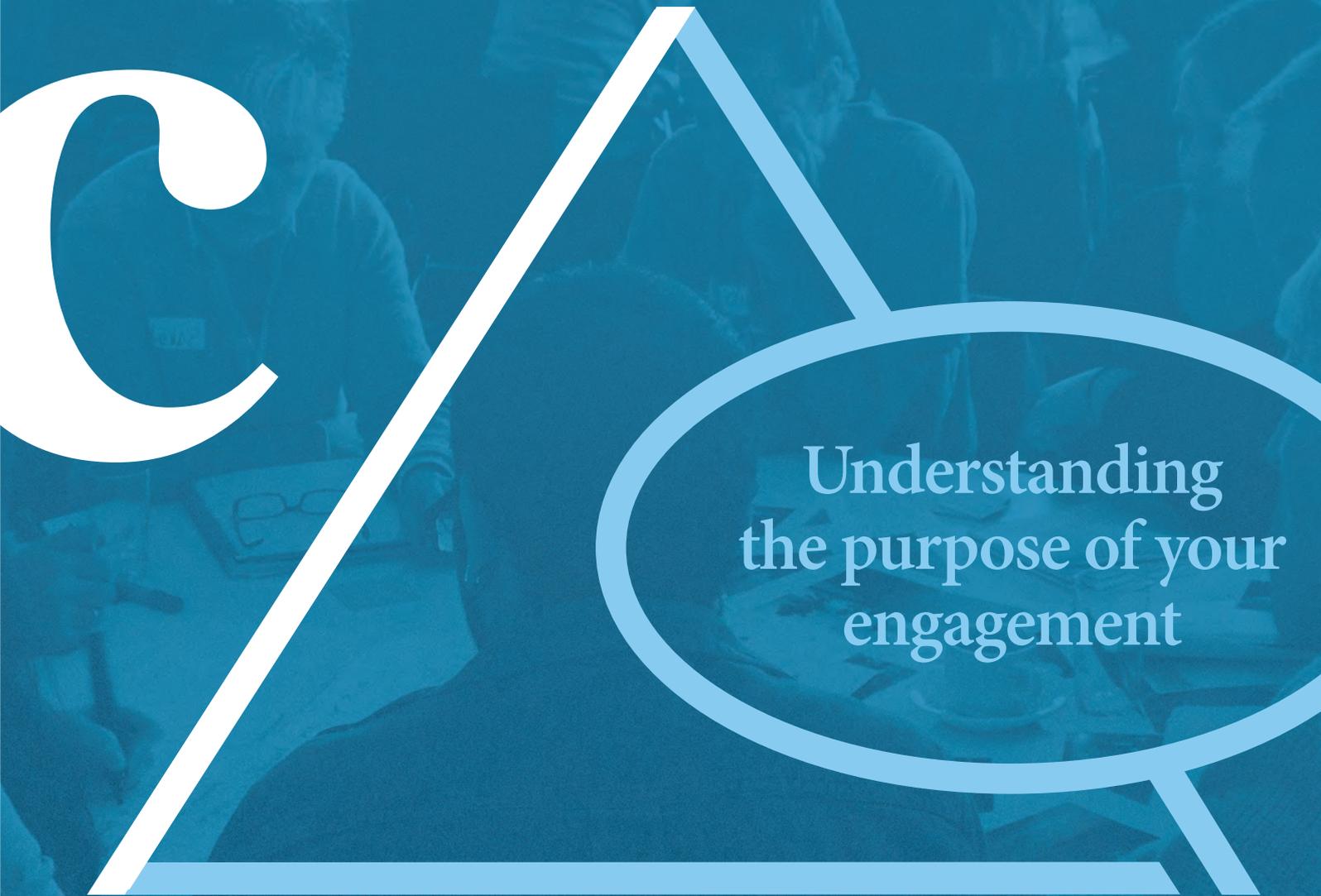


the engagement triangle



capire

Listening, sharing, connecting

▼ Community engagement refers to the many ways that organisations connect with communities in day-to-day interactions and in the development and implementation of policies, programs and services.

▶ Engagement can range from information sharing, community development initiatives, to active participation in government policy development and decision-making processes.



▼ There is a strong impetus for the private and public sector to adopt processes to encourage greater community participation and opportunities for engagement.

▶ Community engagement enables organisations to make well-informed decisions at an operational and strategic level, as well as achieving effective and transparent governance. Community engagement can also strengthen community resilience, increase knowledge and empower local groups.

BUT WHAT IS COMMUNITY ENGAGEMENT?

INFORMATION

CAPACITY BUILDING

EDUCATION

COCREATE

PUBLIC RELATIONS

CONSULTATION

COMMUNITY DEVELOPMENT

CODESIGN

SHARING

LISTENING

EXTENSION

COLLABORATION

CONNECTION

▼ Defining community engagement objectives is an important step in ensuring the community and stakeholders understand the purpose and outcomes of the engagement process.

Often, when organisations use a generic term such as engagement, people misinterpret their opportunity to participate and contribute to a public dialogue. ►

Navigate the engagement space

▶ The term 'engagement' can have different definitions depending on your sector, services, resources and communities. There are significant risks to any engagement unless the true context is established.

▲ The Engagement Triangle is a spatial tool which identifies desired outcomes of engagement based on the overarching objectives of *informing decisions, building capacity and strengthening relationships*.

▼ The Triangle should be used in early stages of planning to help clarify objectives, map stakeholders and identify appropriate tools/techniques.

◀ The Engagement Triangle should be used by small groups or teams to determine the intent of the community engagement.

STEPS

- ▼ Ask participants to individually map what they believe is the intent of the engagement.
- ▼ Observe the differences in the positioning.
- ▼ Ask participants to describe the rationale for the positioning.
- ▼ The differences will stimulate discussion and debate, helping to clarify the objectives of the engagement.
- ▼ The Engagement Triangle can also be used to map project stages, stakeholders and activities.

**Informing
decisions**

To provide opportunities for the community to contribute to decision making processes.

**Building
capacity**

To educate the community on a specific theme or issue to increase knowledge or change behaviours.

**Strengthening
relationships**

To build new relationships and /or improve relationships with the community.

**Informing
decisions**



WHERE DOES
YOUR PROJECT
SIT?

**the
engagement
triangle**



**Building
capacity**

**Strengthening
relationships**

What are you aiming for?

1

To inform decisions

2

To primarily inform decisions and secondly build capacity

3

To primarily inform decisions and secondly strengthen relationships

5

To primarily build capacity and secondly inform decisions

10

To inform decisions, build capacity and strengthen relationships

9

To primarily strengthen relationships and secondly inform decisions

6

To primarily build capacity and secondly develop relationships

8

To primarily strengthen relationships and secondly build capacity

4

To build capacity

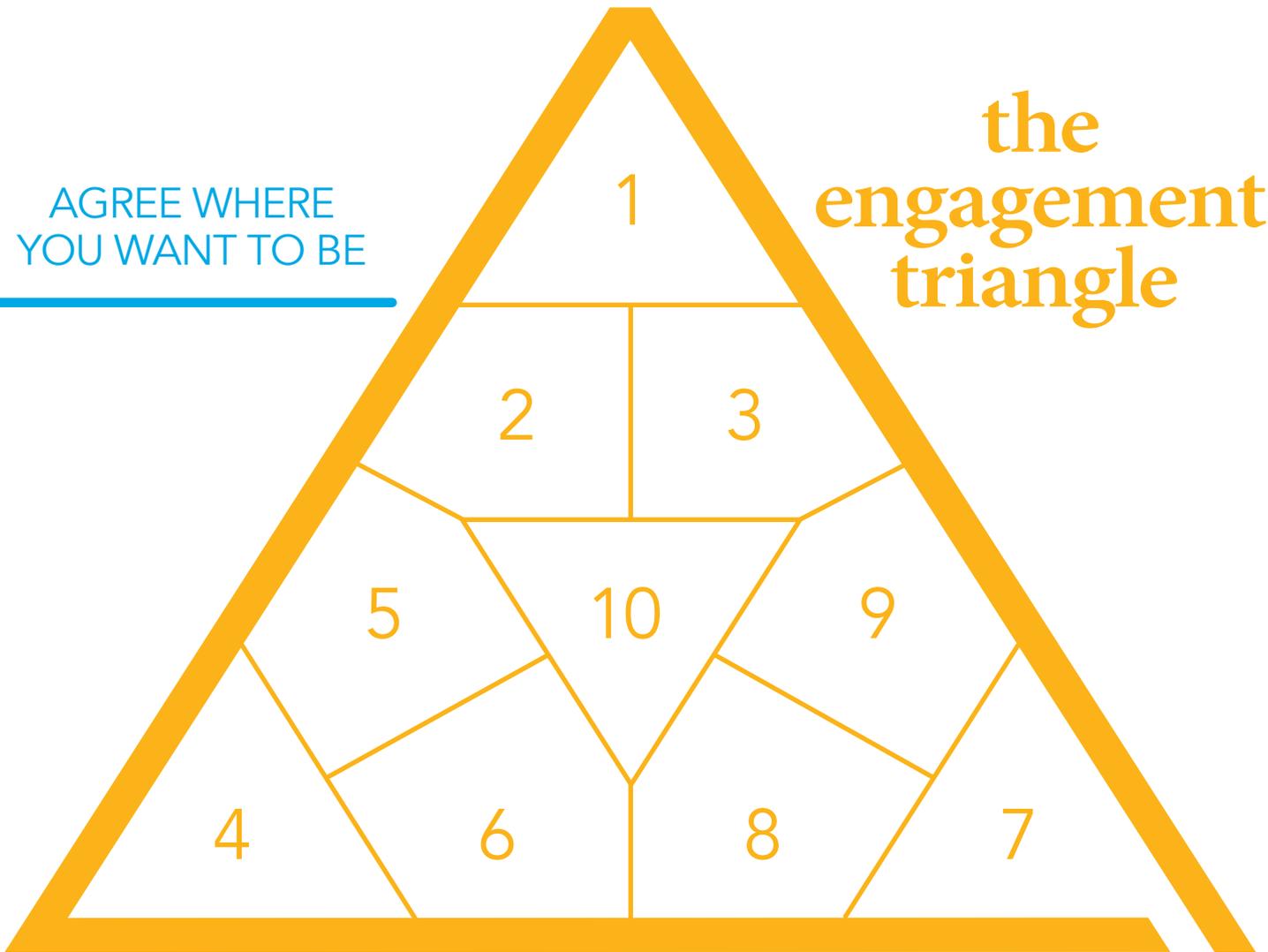
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To strengthen relationships

Informing
decisions

the engagement triangle

AGREE WHERE
YOU WANT TO BE



Building
capacity

Strengthening
relationships

What tools do you need?

A range of tools and techniques have been mapped on the Engagement Triangle, based on the intent of the community engagement.

These tools and techniques are just mediums to facilitate the community engagement. The content and delivery needs to be tailored on a project by project basis.

Note: This sample of tools and techniques are drawn from Capire's recent projects and experiences.

	Small group														
	One-to-one											Large group			
	Interviews	Telephone survey	Intercept survey	Vox pop	Briefing	Meeting	Focus group	Walking tour	Consultative group	Citizen jury	Kitchen table discussion	Workshop	Field trip	Deliberative forum	
1	To inform decisions	★	✓	✓	✓		✓	★		✓	★		✓		★
2	To primarily inform decisions and secondly build capacity	✓			✓	✓	✓	✓	✓	✓	✓	★			✓
3	To primarily inform decisions and secondly strengthen relationships	✓			★	★	✓	✓	✓	✓	★	✓	✓	✓	✓
4	To build capacity				✓			✓					✓		
5	To primarily build capacity and secondly inform decisions	✓			✓		✓	✓	★	✓	✓	✓	✓		✓
6	To primarily build capacity and secondly develop relationships					★									
7	To strengthen relationships							✓			✓		✓		
8	To primarily strengthen relationships and secondly build capacity					✓	✓		✓		★		★		
9	To primarily strengthen relationships and secondly inform decisions	✓			✓		★		★	★	✓		★		✓
10	To inform decisions, build capacity and strengthen relationships	✓					✓	✓	✓	✓	✓	✓	✓		✓

✓ RECOMMENDED ★ HIGHLY RECOMMENDED

Drop-in				Online										Communication & correspondence									
Pop-up	Listening post	Information session	SpeakOut	Written	Self-completion survey	Formal submission	Ballot	Forums (eg Engagement HQ)	Website	Film (eg YouTube)	Mapping (eg Crowd Spot)	Photo sharing (eg Instagram)	Social network (eg Facebook)	Micro blog (eg Twitter)	Blog (eg Tumblr)	Online survey	Display	Newsletter, fact sheet	Poster, postcard	Media release	Letters, email	Telephone	
	✓		✓		✓	★	★	✓			✓					✓							✓
			✓					★			✓												✓
✓	✓		✓								✓												✓
		✓							★	★		✓		✓	✓			★	✓	✓	✓		
	✓		✓																				✓
✓		★							✓				✓										✓
													✓					✓				✓	★
		✓											★	★							★		✓
✓			✓					✓															✓
★	★		★																				✓

**Informing
decisions**



1

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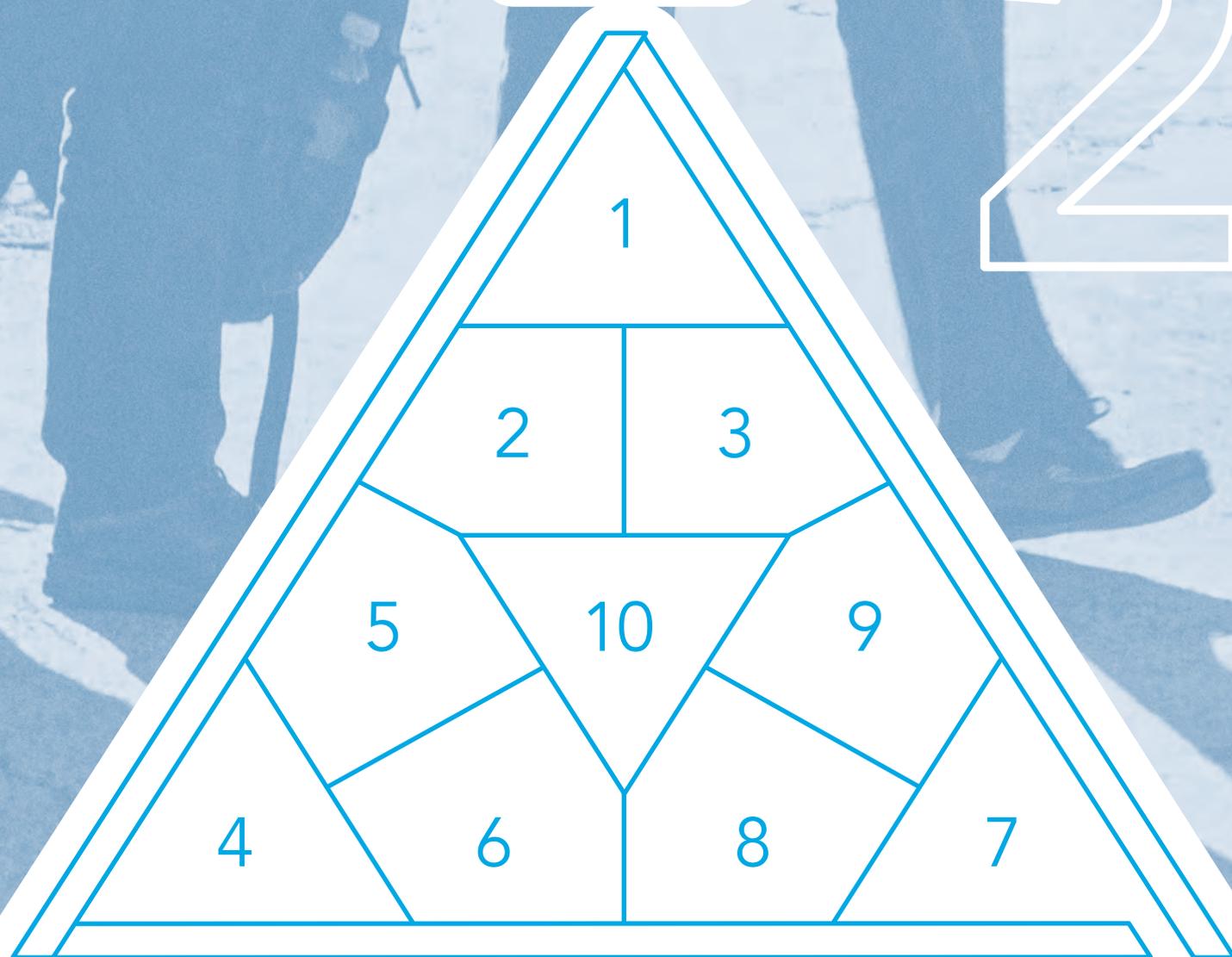
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**Building
capacity**

**Strengthening
relationships**

**Informing
decisions**

2



**Building
capacity**

**Strengthening
relationships**

C/ "You're the expert—
you tell *us* what we need!"

multicultural,
city-minded."

C/ "These people don't have a right
have a say... they have been in t
town for, like, five minutes."

C/ "Australia has huge houses and huge
expectations towards housing, when
compared to other parts of the world."

C/

Feel safe in my local area but the
media can make me feel unsafe"

C/ "One poor
precedent

"

C/ "More emphasis is needed on rolling
out rail to new suburbs and the airport.
There is too much reliance on cars."

Embrace high rise development in
outer-suburbs as well as the CBD."

C/ "I don't li
I miss m
come he

ave to get used
nised living."

C/ "I think we shouldn't allow really
fences. On my street, we all sit ta
to one another, being neighbour

Place restrictions on population growth
and the number of people that can live
in Melbourne."

C/ "Commu
clogging

high rise and I love it."

C/ "I treasure the tree lined
and the historic charact

Capire Consulting Group believe that engagement is an essential element of an equitable and sustainable community.

Every engagement is unique. Capire has worked with many organisations and communities where engagement has not merely informed decision-making and did not fit neatly within a project spectrum or exiting tool.

As a result, the Engagement Triangle was created to assist our clients to identify the outcomes for their engagement and ensure the maximum benefit for all projects and communities.

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