

## OCAA – Engagement Strategies

The following table summarises the range of engagement outcomes, the related methods of engagement strategies and proposed relevance for the OCAA Board.

	<b>Information</b>	<b>Consultation</b>	<b>Involvement</b>	<b>Collaboration</b>
<b>Objective</b>	To provide supporters, donors and members with balanced and objective information to assist you to understand the problem, alternatives and/or solution	To obtain feedback from supporters, donors and members on analysis, alternatives and/or decision	To work directly with supporters, donors and members throughout the process to ensure that public issues and concerns are consistently understood and considered	To partner with members in each aspect of the decision including the development of alternatives and the identification of the preferred solution
<b>Promise to supporters</b>	We will keep you informed	We will keep you informed, listen to and acknowledge concerns, and provide feedback on how your input influenced the decision	We will work with you to ensure that your concerns and issues are directly reflected in the alternatives developed and provide feedback on how supporters' input influenced the decision	We will look to you for direct advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible
<b>Characteristics</b>	<ul style="list-style-type: none"> <li>• Provide relevant and useful information content (making sure you are not swamped by unnecessary detail)</li> <li>• Provide information in a timely manner</li> <li>• Provide information in the variety of media which will make the information most accessible</li> <li>• Communicate the information in clear, accessible language</li> <li>• Be of value to all parties</li> <li>• Be cost effective</li> </ul>	<ul style="list-style-type: none"> <li>• Be clear about the purpose, extent and limitations of the consultation</li> <li>• Provide sufficient information for those being consulted to provide informed feedback</li> <li>• Ensure all relevant stakeholders have genuine opportunities for input</li> <li>• Provide sufficient time for consultation processes to be genuine and to have real input into decision making processes</li> <li>• Be cost effective</li> </ul>	<ul style="list-style-type: none"> <li>• Be clear about the purpose, extent and limitations of the involvement</li> <li>• Provide sufficient information for those being involved to contribute usefully and appropriately</li> <li>• Influence decision making</li> <li>• Be cost effective</li> </ul>	<ul style="list-style-type: none"> <li>• Be clear about the purpose, extent and limitations of the collaboration</li> <li>• Provide sufficient information for those collaborating to contribute usefully and appropriately</li> <li>• Influence decision making</li> <li>• Be cost effective</li> </ul>

	<b>Information</b>	<b>Consultation</b>	<b>Involvement</b>	<b>Collaboration</b>
<b>Possible uses by OCAA Board</b>	<ul style="list-style-type: none"> <li>Information about governance structures, Board roles and current work priorities</li> </ul>	<ul style="list-style-type: none"> <li>Development of position policies</li> <li>Input into strategic plan</li> <li>Feedback on previous strategies/decisions</li> </ul>	<ul style="list-style-type: none"> <li>Development of position policies</li> <li>Development and update of strategic plan</li> <li>Specific issues as identified</li> <li>Conference workshops</li> </ul>	<ul style="list-style-type: none"> <li>Specific issues as identified</li> <li>Conference workshops</li> </ul>
<b>Strategies for enhancing engagement outcomes</b>	<ul style="list-style-type: none"> <li>Provision of information through print media (e.g. newsletters, magazines, information booklets)</li> <li>Provision of information through online newsletters, journals and sites</li> <li>Interactive web sites</li> <li>Development of knowledge banks of creative new policy ideas and strategies</li> </ul>	<ul style="list-style-type: none"> <li>Consultation forums and meetings (face-to-face or electronic)</li> <li>Requests for submissions and comment on strategic directions and specific proposals</li> <li>Qualitative research (e.g. individual and small group discussions, focus groups etc.)</li> <li>Quantitative research (e.g. telephone surveys, mailed surveys, opinion polls)</li> <li>Online feedback processes</li> <li>Real and virtual workshops, forums and conferences</li> <li>'Membership panels' of randomly selected members to provide ongoing feedback on broad directions and/or specific issues</li> </ul>	<ul style="list-style-type: none"> <li>Task forces, working groups and sub committees</li> <li>Secondments and exchanges</li> <li>'Policy juries' of randomly selected members to develop considered and informed positions on complex or contentious issues</li> <li>Online discussions and decision making processes</li> <li>Skills registers</li> <li>Capacity building/skills development for members seeking increased involvement</li> </ul>	<ul style="list-style-type: none"> <li>Task forces, working groups and sub committees</li> <li>Deliberative decision making and polling techniques (e.g. consensus conferences, search conferences etc.)</li> <li>Partnership projects with members and stakeholder organisations</li> </ul>