

Stakeholder Engagement Plan

Regenerating the Alice Town Centre

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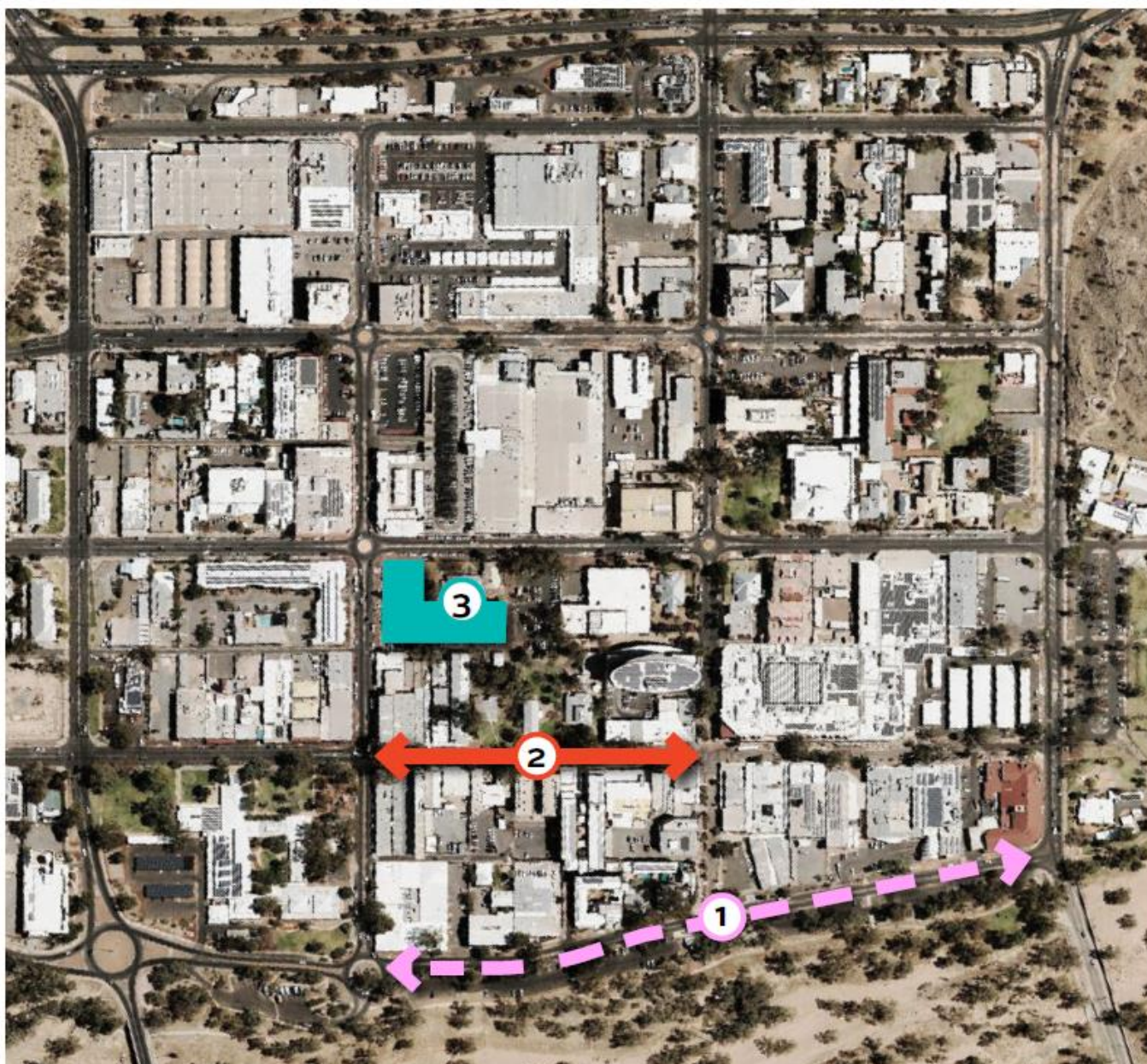
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1. Project description

Alice Springs Town Council (ASTC) would like to deliver an 'Regenerating the Alice Town Centre', with a strong focus on best practice stakeholder engagement.

The focus areas / project components for community engagement and concept design development are:



1. Leichardt Terrace (Gregory Terrace Roundabout to Wills Terrace) - River activation
2. Todd Mall (Gregory Terrace to Parson Street) - Exploring to improve its utilisation
3. Hartley Street carpark area (Corner Hartley Street and Gregory Terrace) – Consider alternatives including turning into a public open space

The engagement will also help review the whole Town Centre precinct with a focus on experience including parking. The area will include Leichardt Terrace, Stott Terrace, Railway Terrace, and Wills Terrace.

A meaningful and effective engagement approach will be used to understand community needs and aspirations and

genuinely involve all stakeholders in the development of concept plans for key areas in Alice Springs Town Centre.

This stakeholder engagement plan is being implemented by Jensen PLUS and supported by TSA and Premier Retail Marketing on behalf of the Alice Springs Town Council.

The name of the project, for the purposes of external communications is proposed as: **Regenerating the Alice Town Centre**.

2. Purpose of this plan

This plan will guide the stakeholder engagement process throughout the project's engagement to prepare concept design options.

The plan has been developed following review of relevant case studies, the recent petition submitted to the Alice Springs Town Council and through an understanding of key stakeholder groups present in the area.

The key objective of this project is 'To Enhance the Alice Springs Town Centre', which can only be done with a comprehensive understanding of the community's core values, its key uses, the essential services required, future growth opportunities and by maintaining community's sense of pride in place.

This Plan provides direction to the Project Team by:

- Gaining an understanding of how the CBD area is currently utilised, and
- Considering stakeholder engagement needs which identifies, explores and tests ideas about areas for improvement including: social issues obstructing growth, preferred design outcomes, key target end-users, important social and gathering spaces, the type and level of vegetation and canopy/shade expected, regenerative planning, current traffic / parking issues and the preferred vision for the town centre.

Local stakeholders will be encouraged to provide their valuable insights along with suggestions on how to draw people (both locals and tourists) into the town centre.

3. Engagement objectives

Delivering positive outcomes through excellence in community engagement includes comprehensive identification of all stakeholder interests and concerns and the provision of adequate mitigation strategies. Engagement undertaken using best practice and IAP2 principles (refer Appendix A) in a structured and considered way, with community in mind, realises positive outcomes by drawing out local knowledge and experiences and ensures community is brought along the journey. In turn, providing avenues for stakeholder involvement can also improve overall project outcomes by creating innovative and sustainable opportunities.

The objectives of the outlined stakeholder engagement are as follows:

- Develop and maintain stakeholder relationships through clear and consistent communication.
- Ensure stakeholders are easily able to make direct contact with members of the Project Team.
- Undertake regular reviews of the Stakeholder Engagement Plan to ensure implementation is on track and revisions identified are updated as necessary.
- Ensure a clear approvals process for communications and the concept designs through established governance.
- Facilitate engagement and input between Council, relevant agencies and utilities providers.
- Provide Project Team members with regular stakeholder updates, including summaries of issues and opportunities raised by stakeholders and community.
- Create a pathway for stakeholder participation for those who have requested to be involved in the co-design process.
- Pro-actively encourage participation in the engagement process.

- Identify opportunities for legacy urban design, environmental enhancements, and traffic management solutions (cyclists' movements, safety, placemaking, landscaping, etc).
- Consider options to improve the utilisation, including the pros and cons of opening vehicle access to Todd Mall.
- Develop a concept design, in collaboration with the community, that provides consideration to the following:
 - Urban open space in the Town Centre
 - Existing facilities
 - Greener spaces and cooling pedestrian routes
 - Shade and sheltered areas suitable for day and night use
 - Activation zones and community safe places
 - Innovative design concepts and place making
 - Improved visual amenity in the area
 - Meeting places/spaces for people
 - Improved footpath surfaces, furniture and streetscaping
 - Water drinking stations
 - A vibrant and sustainable business community
 - Bicycle facilities
 - Electric Vehicle (EV) tourism considerations
 - Signage and wayfinding opportunities
 - Good public transport linkages, parking spaces and connected pedestrian routes
 - An attractive (destination) place for tourists and visitors
- Reviewing the existing facilities and quality of infrastructure.
- Identifying strategies to encourage walkability and cycling through the Town Centre through landscaping, shade structures and considering other strategies, such as misters.
- Reducing the heat island effect through consideration of materials and exploring how the concept designs can reduce embodied carbon.
- Assess existing business conditions and make recommendations to enhance the Town Centre as a drawcard destination.
- Ensure CPTED principles are considered for the safety and comfort of all - day and night.
- Explore new and relevant architectural and urban design opportunities.
- Enhance pedestrian amenity, greening and visual interest.
- Increase Town Centre 'footfall'
- Business in the Community (more business group / community group collaboration)
- Encourage loyalty (promote that local produce and products from local shops is also kind to the environment)
- Bring pride and vitality to the Alice.

4. Engagement process

The proposed engagement approach is proven and effective and involves open dialogue with both interested and affected stakeholders. Importantly, it also involves a co-design approach within set parameters (to be confirmed).

A phased approach will be taken to communicate, listen (through a variety of engagement methods), co-design, test and develop the concept design(s) with consideration of stakeholder inputs and funding, maintenance and technical constraints.

The approach to engagement further considers:

- An existing understanding of the project's stakeholder and community leaders and their aspirations and expectations.
- An understanding of the existing community and what's important to them.
- Provision for a deeper understanding of risks and issues for stakeholders and community.
- The value, knowledge, insight, and importance that engaging with local Aboriginal people brings.

The engagement and concept designs development will be undertaken as follows:

- Meet and collaborate with Alice Springs Town Council to:
 - Present and seek endorsement of this stakeholder Engagement Plan.
 - Confirm project name, email, website and phone number.
 - Identify key issues and input from previous engagement undertaken with this community.
 - Obtain any databases available for the purpose of communication distribution (encouraging snowballing).
 - Identify other design considerations such as rubbish collection requirements, preferred vegetation species palettes (if applicable), any relevant planning policies to be considered, information on known assets, etc.
 - Confirm design parameters (non-negotiables / negotiables).
 - Understand funding / budget opportunities / constraints.
 - Confirm Governance.
 - Understand maintenance requirements.
 - Confirm milestones / timing.
- Set up communication channels and branding.
- Establish key stakeholder list / register to be updated on an ongoing basis.
- Prepare project introduction / overview communication (placed on webpage and distributed to the community via approved methods to encourage participation / registration to be involved and for updates).
- Communicate with and inform key stakeholders already identified.
- Call and meet with a range of key stakeholders to listen to their specific needs, desires, suggestions and identify issues / concerns and build on relationships for subsequent stages.
- Post the preliminary communication on the webpage and distribute via approved communication channels.
- Provide project updates.
- Continue to work with key stakeholders to develop and refine the concept designs.

The key engagement tools to be utilised, as required, are:

- Telephone / Information Line / Hotline (1300 number)
- Email (feedback@regeneratingalicetc.com.au)
- Webpage with feedback mechanisms (registrations for updates, feedback form, other surveys if deemed appropriate)
- One-on-one meetings

- Local business/trader breakfast
- Local business / traders survey
- ‘Walkshop’ (site walk)
- Early ideas workshop
- Posters / pavement stickers in heavily trafficked areas
- Promotion in local newspaper, social media, TV and radio
- Presentations at school(s) and youth centre(s)/organisations to maximise youth input (Younger people are often harder to engage and require a higher level of focus to ensure their views are heard)
- Drop-in Information and feedback sessions (TBC)
- Co-Design workshops
- Regular communication updates and presentations where appropriate.

These tools may be reviewed following initial stakeholder meetings with key stakeholders and subsequent Stakeholder Engagement Plan reviews.

Opportunities

Additional opportunities will be explored with stakeholders and in collaboration with Alice Springs Town Council.

Such opportunities realised can assist in building a sense of community and social sustainability both during the development of the Concept Plans and setting Council up for successful detailed design and delivery phases.

Potential opportunities for discussion during development of the concept designs are:

- Integrating storytelling and art.
- Consideration of productive food bearing plants.
- Investigate integration of Electric Vehicle Infrastructure to encourage EV tourism.
- Exploration of circular economy ideas such as:
 - Tool library – develop a library for gardening tools so that residents can loan required equipment rather than needing to purchase outright. This could be a partnership with the local Men’s shed.
 - Repair Café – Once a fortnight a pop-up van could attend the local area and invite people with items in need of repair to bring them along (e.g., bikes).

All suggestions and input will be considered throughout the engagement process.

5. Roles and responsibilities

The Jensen PLUS Project Team (or Jensen PLUS team) includes specialist consultants from Jensen PLUS, Premier Retail Marketing, Tonkin Consulting and TSA.

TSA will guide and support the Jensen PLUS Project Team and ASTC in the implementation and delivery of the engagement program outlined in this plan, including the facilitation of engagement.

In managing the day-to-day operations of this plan, TSA will be responsible for the following:

- Preparing, reviewing, and coordinating the implementation of the Stakeholder Engagement Plan
- Working with Jensen PLUS and ASTC to develop communication and engagement materials
- Stakeholder mapping and maintaining the stakeholder database
- Reporting of community and stakeholder issues, trends, risks and potential mitigation, and opportunities, (including immediate updates if high-level risks are identified) fed through the webpage, email and info line
- Developing and maintaining relationships with project stakeholders
- Facilitating community enquiries received through the information line, webpage and email
- Continuous feedback of incoming themes, risks and suggestions to the wider project team
- Supporting the wider project team as required.

Approvals Protocols

The following table outlines the various Project Team members responsible for developing, reviewing, and approving communications. This approach ensures equal opportunity for input across all internal project team stakeholders.

Task	Responsibility	Review / information provision / support	Required time for approval	Final Approval
Set up communications channels	TSA, with ASTC and Jensen PLUS support	Jensen PLUS/ ASTC	1 week	ASTC
Branding development	TSA	Jensen PLUS team	1 week	ASTC
Communications	TSA	Jensen PLUS / ASTC	3 days	ASTC
Media	ASTC	Jensen PLUS team	2 weeks	ASTC
Social media	ASTC	Jensen PLUS team	2 days	ASTC
Information Sessions, meetings and events	Jensen PLUS team – outlined in Action Plan to be developed / updated on ongoing basis	Jensen PLUS team	ASTC line of sight	ASTC
Concept Design Development visualisations and 3D models	Jensen PLUS	Jensen PLUS team	1 week	ASTC

6. Communications and engagement channels

The key stakeholder engagement methods that may be utilised throughout this project are outlined below.

Engagement Tools Table

Tool	Description	Purpose
Engagement		
1300 information phoneline	<p>Dedicated 24/7 project information line with answering service. Alltell (<i>proposed</i>) to direct calls to TSA in the first instance. If calls not answered, an SMS/email with call back details will be sent to nominated personnel with urgent call back requests or translation requirements highlighted.</p> <p>Includes writing script for answering service</p>	<p>To be accessible and maintain open lines of communication and facilitate any community or key stakeholder enquiries or feedback.</p> <p>Important for stakeholders who do not have internet access or are unable to attend face to face engagement events.</p> <p>Ensures the engagement process is CALD appropriate and accessible to for all.</p>
Webpage	<p>This initial / ongoing communication will announce the project, its objective, introduce Jensen PLUS, the engagement process and encourage participation. Some of the content to also be used in other formats (e.g., web, posters, social media, etc).</p> <p>Project webpage for all communications and to register for project updates. Highlights opportunities to be involved and provide input / feedback on the concept designs developed.</p> <p>Propose the following web address: www. RegeneratingAliceTC.com.au To be hosted by the Jensen PLUS team with webpage link prominent on ASTC website.</p>	<p>Initial (primary) communication to explain the project and the ways businesses and the community can get involved clearly and concisely.</p> <p>Key repository of public information and important engagement tool for those who do not like face to face or are more remote / do not have access. The voices heard online will enable the Project Team to authentically develop the concept designs based on broad engagement and feedback mechanisms.</p>
Email_address	<p>Project specific email address promoted on all communications, encouraging community members to email should they have any project queries.</p> <p>Propose: feedback@RegeneratingAliceTC.com.au</p>	<p>Quick and easy way to contact the project team for any enquiries or to make comments.</p> <p>Reduces the number of phone enquiries and data entry.</p>
QR Code	<p>Link to project webpage with all project information and opportunity to register for updates and provide input / feedback.</p>	<p>To simplify gaining access to the project webpage directly. Can be used on all hard copy communications.</p>
Face to face business breakfast with traders.	<p>Invite all Todd Street traders (bookings essential) to an information meet and greet breakfast before general trading opening time - 8:30am.</p>	<p>To meet local traders, building relations, start to understand key issues they are facing and visions they may have for Todd Street Mall.</p>
Targeted stakeholder workshop / 'walk-shop'	<p>Project team to identify key stakeholder group and workshop participants to initially scope existing issues, constraints, opportunities, concerns, etc. A 'Cram' or 'Jam' workshop / walk-shop.</p>	<p>To feed into the subsequent co-design workshop planning.</p> <p>'Walk-shop to look closely (high, low and in-between) to better understand the existing environment and constraints (including scope) and look</p>

Tool	Description	Purpose
		for opportunities to be explored/tested.
Posters / pavement stickers / displays / flyers / display on town centre big screen	Develop a simple yet capturing communication campaign (project name, QR code where required, and phone number) encouraging people to be involved and have their say in Regenerating the Alice Town Centre. Use the same content (different layouts) for posters in popular shops, hospital, clubs, and popular locations. Pavement stickers throughout Todd Mall. Use of the Centrepoint electronic screen (free).	To encourage a high level of awareness of the project and participation in the engagement and concept design development process.
Emails / eDM updates	The webpage feedback and registration forms enable all interested stakeholders to register for email project updates. Emails /eDMs to notify the stakeholder register of upcoming surveying, traffic counts and concept designs available for view / input online.	To arrange meeting/workshops, outline the next steps of the design process, opportunities for involvement and to communicate site investigations and the concept design progress at key milestones.
Social Media	Monitor social media (Facebook, Twitter, etc.) Pro-active social media at key milestones.	To communicate project progress and further identify any issues / suggestions raised. Report project trending topics to the design team if appropriate.
Radio	Project spokesperson to communicate the project, key objectives and opportunities to be involved on radio.	To reach a high number of stakeholders. Radio is a key means of information for traditional owners.
Imparja Television	Local TV station	To reach a high number of stakeholders. Community TV is a key means of information for locals. Imparja Television is regularly viewed by many hard-to-reach stakeholders.
Co-Design Workshops	To work with stakeholders to develop the concept designs.	To present information for consideration in the design process. To listen and learn and engage with wider community and visitors on design ideas. Provide the opportunity to ensure stakeholders with singular views listen to the views of other stakeholders during the concept design development.
Internal use		
FAQ	Internal document for project team-use.	To ensure consistent messaging by all team members.
Stakeholder Database	Excel	Enables stakeholder interactions to be recorded and analysed.

Tool	Description	Purpose
Progress reports	Provided to the integrated project team at fortnightly meetings (commenced)	Summary of planning, engagement/sentiment, potential risks and opportunities, proposed mitigation strategies and recommendations.

7. Stakeholder Approach

The following stakeholder engagement approach will be implemented to inform the Town Centre concept design development.

Responsibilities for each engagement type and actions will be outlined in an Action Plan (working document) to be developed following approval of this Plan.

Engagement Type	Stakeholder / Team Action	Output
Start-up meeting	Align on design process engagement parameters to confirm with SPTC	<ul style="list-style-type: none"> Meet the project team Agenda prepared for meeting with ASTC
Regular Team Meetings	Hold	<ul style="list-style-type: none"> Meeting minutes, with actions
Introductory / Key Project communication	Jensen PLUS / TSA prepare Project communication outlining the project, concept design process, opportunities for involvement and communication channels (how to have their say)	<ul style="list-style-type: none"> Communication emailed to stakeholder database and distributed via identified and agreed networks (e.g., social media, media, posters, pavement stickers, etc) Obtain registrations for updates, feedback Identify further nominations to be involved
Individual meetings with key stakeholders	<p>Meetings with key and selected stakeholders, groups and leaders (in Alice Springs and online)</p> <p>Jensen PLUS Project Team to arrange and implement meetings and attend when required.</p>	<p>This will help our team get to grips with the issues, form relationships, run through the project objectives and approach with more people, and obtain tips on how best to approach later engagement.</p> <ul style="list-style-type: none"> Identify other key stakeholders Meet, listen, and build relationships Capture visions and needs
Business Breakfast / Trader visits	Talk to / survey traders on their needs, identified trends and aspirations for major commercial precincts (led by David West)	<p>Risk, maintenance and opportunity identification</p> <p>Produce a Retail and Governance Report Card as a snapshot assessment</p>

Engagement Type	Stakeholder / Team Action	Output
Authorities Engagement	Jensen PLUS Project Team (predominantly Tonkin) to engage with service authorities to understand existing assets, future needs and constraints	Understanding of opportunities and constraints to inform concept design
Co-Design Workshops	<ul style="list-style-type: none"> • Workshop program • Arrange venues (ideally this could be a shopfront in Todd Mall) • Develop invitations and promotions • Develop workshop materials (survey/feedback form, etc) • Organise communications and distribution • Undertake co-design workshops • Seek input on preliminary designs • Test ideas 	Develop design ideas Identify preferences for feedback Identify risks and opportunities Develop, draw and display concepts (with options)
Communicate preliminary concept designs on webpage and through project communication channels	<ul style="list-style-type: none"> • Email stakeholder register and advise the concept design(s) available for view • Highlight positive media opportunities 	Identify other key stakeholders Identify any design risks Feedback to design team for consideration Succinct Summary Report
Presentation of Concept Design Package to Council	<ul style="list-style-type: none"> • Prepare presentation to Council • Revise Engagement Plan for next stage 	Revised Engagement Plan endorsed
Engagement Planning Workshop with Council	<ul style="list-style-type: none"> • Schedule and hold workshop • Draft concept designs and 2D and 3D imagery presented 	Engagement materials endorsed
Final face-to-face engagement (Co-design workshops, information session / display, focus group and/or online survey) – to be confirmed following Stakeholder Engagement Plan Review and final review process identified as preferred by local community	Undertake final engagement / meetings prior to finalising and announcing concept design to wider community	Identify any improvements Update design and communications

Engagement Type	Stakeholder / Team Action	Output
Develop Engagement Report	Provide to ASTC	Stakeholder Engagement Report summarising the engagement and how it shaped the concept design
Presentation of final concept designs	<p>Present final concept designs to key stakeholders</p> <p>Produce communication outlining final concept design and distribute to stakeholder register and wider community</p> <p>Media release announcing final concept designs and next steps</p>	<p>To communicate the final concept design(s) – close the loop</p> <p>Outline next steps</p>

8. Key messages

Key messages will be developed in collaboration with the ASTC project team and may include:

- No decisions have been made yet regarding the future of Todd Mall. Stakeholder input will inform the concept designs for the Alice Town Centre.
- We want all members of the community to have their say in the design process.
- Please contact the Jensen PLUS Project Team directly through established communication tools.
- Your input is important to shape the future of your town.

9. Governance

Council involvement

Ongoing meetings and liaison with the Alice Springs Town Council project team.

Approval Process

Once this Stakeholder Engagement Plan has been endorsed by ASTC, implementation of the plan will immediately commence. As outlined in Section 6., Roles and Responsibilities above, all community and stakeholder-facing communication and materials (except for media) will be developed and reviewed by the Jensen PLUS team and approved by ASTC before use.

Questions and Answers (Q&A's) can be developed if required to place on the webpage for commonly asked questions. This information would also require ASTC approval before being uploaded to the project webpage (if required).

Reporting

The engagement team will maintain an Excel database to record and report on interactions with the community and key stakeholders. The database will be a key mechanism for recording stakeholder contact details, feedback and sentiment obtained via the webpage, email and information line. This information will be analysed and reported on in conjunction with the input gathered via the various face-to-face engagement methods.

Following key engagement milestones and activities, the engagement team will report back to the project team on the results, including identifying any emerging risks and mitigation strategies when appropriate. Once concept designs are complete, a final report / package will be presented to the wider project team, the Alice Springs Town Council and key participating stakeholders. The report will outline the engagement methods used, the level of engagement, key themes and issues raised and how this information obtained informed the concept designs developed.

10. Key milestones

The following table outlines key project milestones and a projected implementation schedule. Please note these items and dates are subject to change and will be outlined in the Action Plan.

Date	Item	Communications material
June 2023	Meet with Alice Springs Town Council	Agenda
w/c 17 July 2023	Confirm Stakeholder Engagement Plan	SEP
w/c 14 August 2023	First project communication, webpage and feedback mechanisms go live	Webpage Project Flyers Media Posters (agreed locations, with ASTC assisting to monitor in case of vandalism) Email footer (email register)
September 2023	Co-design Workshop in Alice Springs	All materials as specified in Stakeholder Approach Output.
w/c 30 October 2023 – w/c 20 November 2023	Concept Designs – Options engagement	TBC
11 December 2023	Final Concept Designs Communication Release	Final Concept Design announced via media and project update to registered stakeholders.

11. Evaluation

Stakeholder and community engagement needs to be proactive as well as responsive. It is important that steps are in place to review the success of the engagement process at key junctures to ensure it remains fit-for-purpose and effective. This will be achieved through project reporting and scheduled project meetings.

Appendix A: Engagement Guiding Principles

Our guiding principles when implementing our methodology:



Relationship

Building trusted relationships with key stakeholders is the key to successful engagement, most particularly when dealing with emotive issues, uncertainties and complexity. Building trusted relationships means doing the little things – honouring commitments, being thoughtful and considerate, communicating clearly and with empathy and understanding needs, issues and concerns and being able to respond by establishing clear processes and timeframes.

All communication must be honest and direct whilst remaining empathic and sensitive to individual stakeholder concerns. It is important to be transparent when unknowns exist and endeavour to fill information gaps as soon as possible. Once stakeholders trust the engagement team, there will be less risk of other parties (e.g., media, advocacy, and interest groups) filling the void. Having the right people on the ground to build these relationships is important – to be seen and known in the community and to be transparent, available, and accessible.



Education

People become concerned when information that is known is not made available, if there is no apparent process, no line of sight as to what might happen and no clarity around timeframes or potential impacts. Concern also grows if information is not easily understood due to its complexity or because it fails to ‘tell a story’ that enables stakeholders and the community to follow the thread from beginning-to-end.



Responsiveness

A ‘no surprises’ approach with community and stakeholders. By understanding and then being able to foresee likely scenarios, community and stakeholder sentiment and associated risks, it is then possible to proactively plan for those events right from the beginning. We want to identify any risks, talk to the design team, work out if there are valid mitigation solutions and come to the best design outcome.



Simple language and terminology

Written forms of communication – as well as interactions in person – need to use terminology and language that is simple and free from jargon. Using vocabulary that causes the community to have to stop to think about the meaning or implications is more likely to result in frustration and misinterpretation. Personal relationships are important and not token. We want to know our stakeholders, understand them and work to achieve the best outcome for all.



Visuals instead of words

Visuals are a much better way to communicate quickly - particularly when information is complex. Visuals also improve retention and understanding of information.



A Tailored Approach

Communities and stakeholders react to different triggers and have different drivers, influences, structures, leaders, issues and demographics.

This requires flexibility to manage concern and risk by responding to specific community and stakeholder perceptions, triggers and needs in a tailored way. It also means different types of engagement and communication tools and methods need to be developed and applied to suit specific needs.

Successful engagement is based on some simple, practical principles that represent a mix of common sense, good business practice and ethical considerations.

Further key principles for effective community and stakeholder engagement, are based on:

- **Two-way communication** – open and effective communication, with clearly communicated avenues for stakeholders to contact the project team and raise any issues or ask questions.
- **Clear, accurate and relevant information** – understanding what communities and stakeholders want to know.
- **Timeliness** – seeking community and stakeholder views as early as possible.
- **No surprises** – information is shared prior to anything that might impact stakeholders / specific residents.
- **Transparency** – clearly identifying the objectives of stakeholders and ASTC, to articulate the preferred outcomes of the engagement process.
- **Reporting** – documenting decisions and outcomes of meetings and interactions with communities and stakeholders, reporting openly.
- **Collaboration** – working cooperatively to seek mutually beneficial outcomes where possible, by understanding how capable stakeholders and other groups are in participating in the process and where help can be found to support stakeholders in the process.
- **Integrity** – conducting engagement in a manner that fosters mutual respect and trust to build credibility.

The IAP2 Spectrum of Public Participation

The IAP2 Spectrum of Public Participation is widely accepted as the best practice basis on which to develop engagement activities.

The spectrum identifies five levels of engagement, with each level increasing the involvement of the stakeholder and the ability of the stakeholder to inform project decision-making.

TSA has utilised the spectrum when developing engagement activities chosen for this project.

The Regenerating the Alice Town Centre Project will apply the broad overarching principles of inform, consult, involve and some collaboration (when appropriate) concurrently.

It is important to manage expectations when communicating by being clear on what level of participation stakeholders have in the process.



01

Inform

Goal

To provide balanced and objective information in a timely manner.

Promise

"We will keep you informed"

02

Consult

Goal

To obtain feedback on analysis, issues, and alternatives and decisions.

Promise

"We will listen to and acknowledge your concerns."

03

Involve

Goal

To work with the public to make sure concerns or aspirations are considered and understood.

Promise

"We will work with you to ensure your concerns and aspirations are directly reflected in the decisions made".

04

Collaborate

Goal

To partner with the public in each aspect of the decision-making.

Promise

"We will look for advice and innovation and incorporate this is decisions as much as possible."

05

Empower

Goal

To partner the final decision-making in hands of the public.

Promise

"We will implement what you decide."

Best for Project

AUSTRALIA

SYDNEY | ADELAIDE | BRISBANE | CANBERRA | DARWIN
MELBOURNE | NEWCASTLE | PERTH

NEW ZEALAND

AUCKLAND | CHRISTCHURCH | TAURANGA | WELLINGTON

MALAYSIA

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