

SHIFT



# Stakeholders and Sustainability

Making better decisions



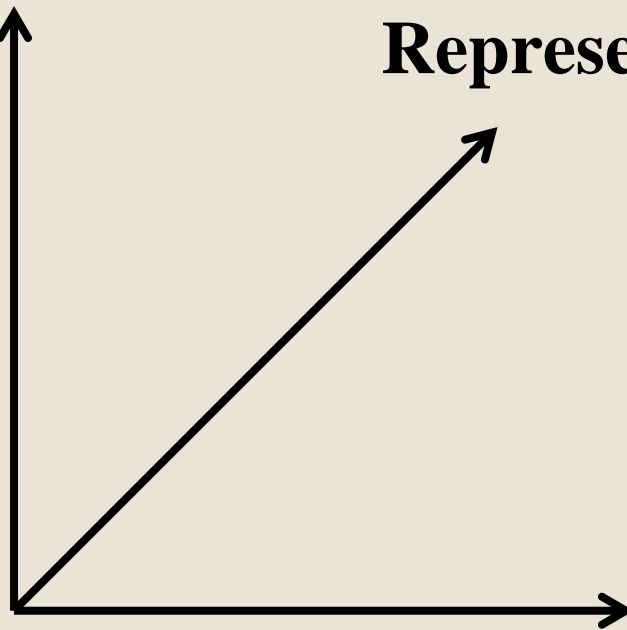


# Good Stakeholder Engagement...

**Influence**

**Representation**

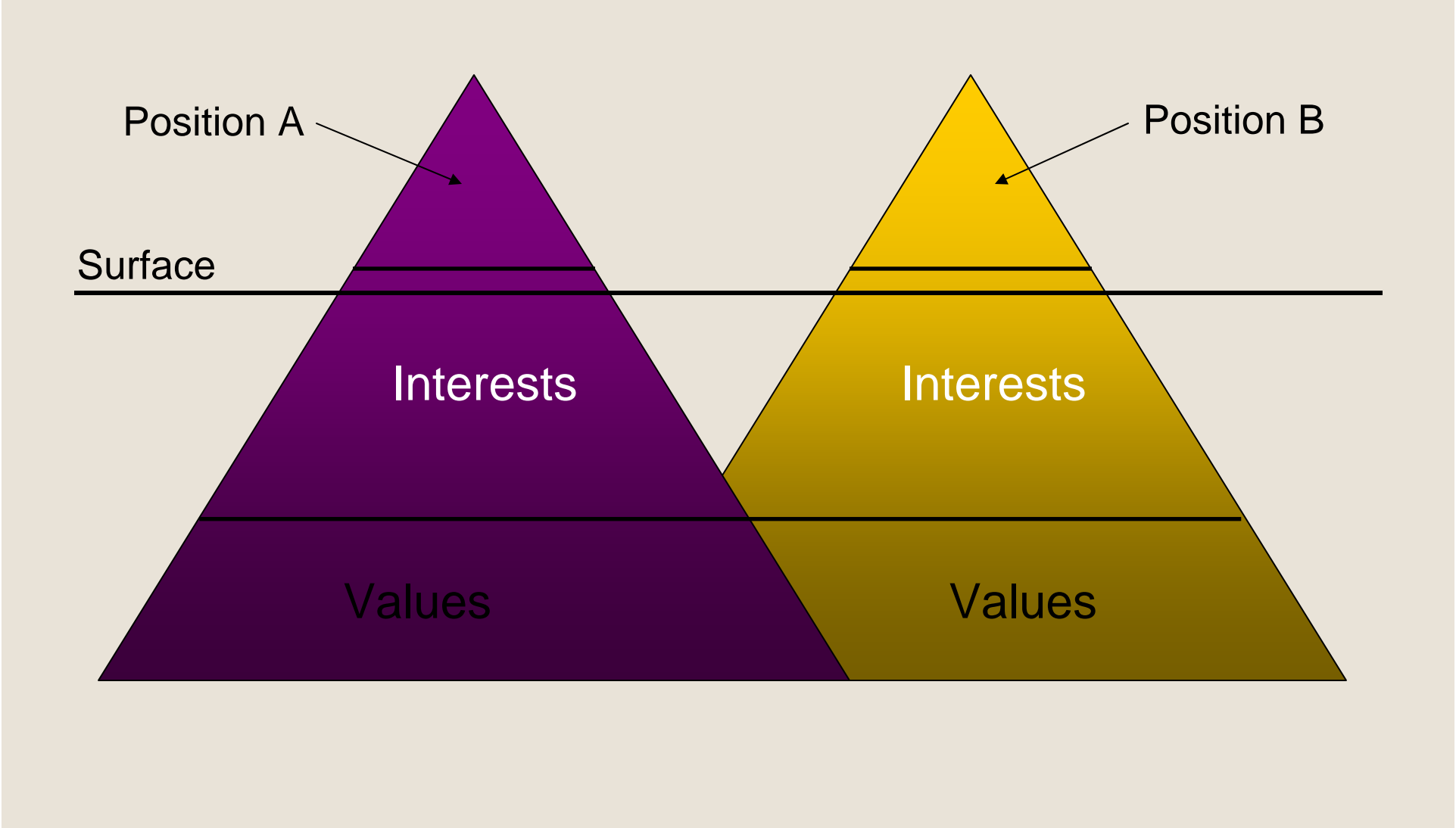
**Deliberation**



# What is deliberation?

- The Dictionary:
  - Careful consideration, careful slowness
- In Stakeholder Engagement:
  - Dialogue
  - Grappling with complexity
  - Weighing strengths and weaknesses
  - Making recommendations





# Trends

- Citizen Juries
- Deliberative Polling
- Citizen's Assemblies
- 21<sup>st</sup> Century Town meetings
- Deliberative Workshops
- Web 2.0

# To foster deliberation...



- Comprehensive, unbiased information
- Joint fact finding
- Time
- Encourage questions more than solutions
- Trust people
- Encourage citizenship
- Conversation within and outside the process
- Invite people in to the problem



# Deliberation and Sustainability

Useful when:

- Considering complexity
- Developing policy
- Facing wicked problems
- Corporate social responsibility
- Making tough decisions

## Some recent environmental examples include...

- MDBA stakeholder engagement for the Basin Plan
- Tweed Shire, consultation on water supply augmentation
- Kiama LEP Review
- Hornsby Quarry, selecting a preferred future for the quarry site

# Kiama Special Rate Variation

Feedback to Council on whether or not they should apply for a rate rise


- Two forums 1 week apart
- 1/3<sup>rd</sup>, 1/3<sup>rd</sup>, 1/3<sup>rd</sup> model
- Presenters
- Research group
- Deliberation







 Green – attended only one forum

 Yellow – Attended both

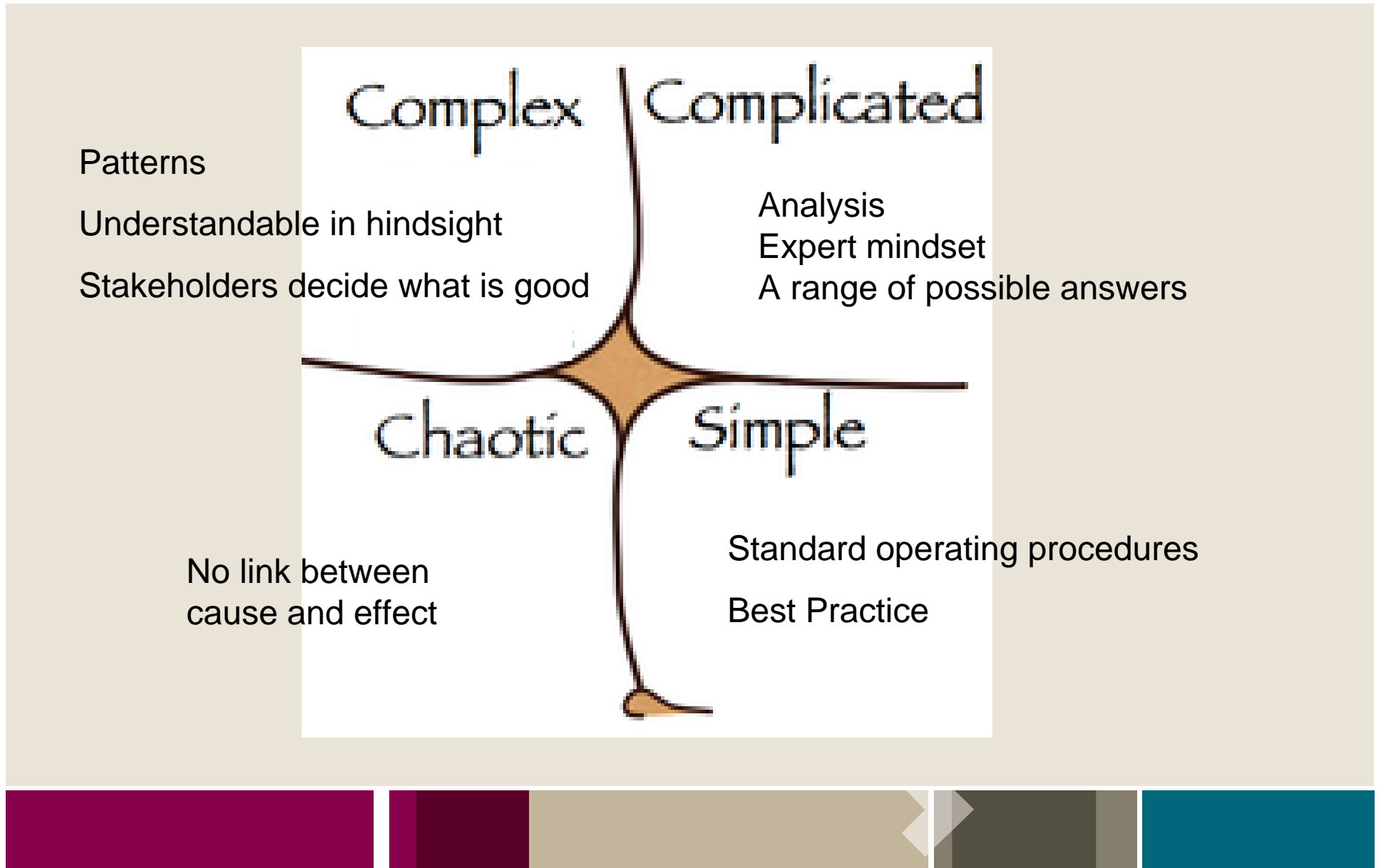


# Making Buildings Green

- Diverse stakeholders – architect, engineers, approval authorities, builder, trades, green home specialists, owners, investors
- Need to get shared vision and buy-in
- Good engagement principles
- Agreed ‘policy’
- Better, more sustainable outcome



# Cynefin Model



# Sustainability is complex

TWYFORDS



Good Policy Development is about...

- Creative environments
- Innovation
- Experiment
- Allowing patterns to emerge
- Increase levels of interaction, discussion, dissent, diversity.
- Help stakeholders decide what is good

# Principles of Good Engagement\*

## Good Engagement...

- Is clearly scoped
- Is transparent
- Is connected to decision-making
- Is inclusive
- Is informative
- Involves deliberation
- Builds relationships
- Is influential
- Provides feedback
- Builds trust
- Is timely

\* International Association for Public Participation (IAP2)  
Brisbane Declaration on Community Engagement accepted by the United Nations.  
Office of Best Practice Regulation (Australian Government)

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# Thanks

Stuart Waters

Twyfords

[stuart@twyfords.com.au](mailto:stuart@twyfords.com.au)

4226 4040

Desiree Lucchese

SHIFT

[dlucchese@wpcgroup.org.au](mailto:dlucchese@wpcgroup.org.au)

0400 850 906

