

ENGAGEMENT PLAN TEMPLATE

The *Charge Up!* Project has been funded by the Department of Energy and Climate through the Enable Grants Program.

This Engagement Plan template can be downloaded and adapted by Neighbourhood Centres to support the design of engagement plans.

Name of Neighbourhood Centre:

Project Name:

Project Manager:

Date:

1. Introduction – Explain why you’re creating this plan, what the project/initiative is about and why you want to engage the community (i.e. purpose)?

- Example: This engagement plan aims to design and capture how we will encourage participation of community members in the Charge Up project. The Charge Up project aims to:
 - Increasing energy efficiency to support households experiencing vulnerability manage their energy use and reduce electricity bills.
 - Improve energy literacy for households experiencing vulnerability so they can better navigate energy matters.

2. Engagement objectives – What do you want to achieve with this engagement?

Guiding questions: What actions do you want from the community?

- Example: The objectives of engagement for this project are to:
 - To reach the most vulnerable groups of people in the local community for insights and inclusion in the development of the engagement methods.
 - To increase power bill literacy with people who have had financial hardship.
 - Increase community members’ knowledge of how to reduce their use and costs of electricity in their homes.

3. Target community – Who are the key people you want to engage with?

Depending on your project, a community/stakeholder analysis may be useful.

- Example: Low socio-economic households, CALD backgrounds, First Nations

Target Community / Stakeholders		
Community members/Stakeholders	Level of interest or motivation <i>How interested are they in the outcomes of the project?</i>	Barriers <i>What barriers may limit people’s opportunity to participate?</i>
<i>Name of individual/ group/organisation with interest in the project</i>	<i>High/Medium/Low</i>	<i>e.g. Limited time, limited knowledge of benefits, geographic isolation</i>

4. Engagement Methods – How will you engage your key community members/stakeholders?

Engagement Methods			
Community members/Stakeholder	Engagement method e.g. workshop, focus group, social media)	Type of engagement sought	Description/notes e.g. risk management, resources, skilled staff)
e.g. Families	e.g. Energy Literacy workshop held at local school	e.g. Encourage sign-ups to the project	e.g. Plan for and communicate disability access

5. Timeline – When will key engagement activities take place? E.g. workshops

Timeline		
Date	Engagement activity e.g. workshop, focus group, social media)	Progress notes
e.g. 1 September 2024	e.g. Social media post (Facebook and Instagram) on engagement event	e.g. In progress (or complete)

Timeline - more specific & connected to monthly survey reporting (April, May, June)

Date	Engagement Activity Type (e.g. 1:1 consultation, group session, community outreach engagement, communication/promotion)	Description of engagement	Monthly survey questions		
			# of occasions	# of community service workers spoken to	# of households/ community members spoken to?
e.g. 1/4/2025	e.g. Group session	e.g. Weekly internal team meeting handed out the household resources and explained program	4	10	0
1/4/2025	Group session	Interagency meeting with _____,			

1/4/2025	1:1 Consultation	30 minute 1:1 consultations available with me every Monday			
1/4/2025	Group session	Drop into Aunties group and share energy tip			
1/4/2025	Group session	Bring your bill session hosted			
1/4/2025	Community outreach engagement	Had an info stall including Charge Up information at Wednesday community market			
1/4/2025 onwards	Communication/promotion	Information stand set up with all printed household resources and a sign up sheet for people to book 1:1 consultations			

6. Roles and responsibilities – Who is responsible for each part of the plan?

Roles and Responsibilities		
Roles	Responsibilities	Name
e.g. Content development, social media, in-person connections	e.g. Content writing and design, scheduled social media posts	e.g. Jo Bloggs Contact details (optional)

7. Feedback and follow up – How will you gather feedback and ensure ongoing engagement?

Feedback examples: short online survey with a QR code and/or tablet (optional to be completed by community member or recorded after conversation by staff), laminated survey with 3 questions for people to give sticker star ratings, staff to record verbal feedback.

Follow up examples: scheduled calls, return visits, group sessions, emails.

8. Evaluation – How will you measure the success of achieving the engagement objectives?

Tips:

- Aim to measure the success of your 'engagement objectives' above.
- Monitor progress and results throughout the duration of the engagement process.
- Incorporate measures of outputs, outcomes and impacts into your evaluation

Project Evaluation		
Engagement objective	Key evaluation Question	Data source
e.g. Engagement Objective #1: We want to encourage participation in our new project	e.g. How many community members participated in the project?	e.g. Attendance list
e.g. Engagement Objective #2: We want to influence behaviour change towards cost-saving.	e.g. How many community members indicated they will change their behaviours?	e.g. Verbal quotes, survey results

How will you measure the success of the engagement process undertaken?

Process Evaluation		
What worked well	What could be improved	New ideas
e.g. Using creative methods – a mural that everyone can paint.	e.g. We could have visited parks and shopping centres to engage people who are less likely to come to us.	e.g. Support youth to develop a simple event to engage their peers.

9. Summary Table - What are the core details of the engagement plan?

Summary table				
Community / Stakeholder Group	Engagement Method	Who is Responsible	Timeline	Monitoring Measures
e.g. Families with young children	Painting activity with strategic questions	Jo Bloggs	- 25 March Event date: 20 March	Record No. adults and children, level of awareness (analysis of responses to questions).