

### Background

TransLink was established by the Queensland Government to manage the introduction of an integrated public transport and ticketing system for South East Queensland.

BBS was approached by TransLink to assist with how the organisation engages with the community and its key stakeholders.

BBS recommended the development of a Stakeholder & Community Engagement Framework document to ensure that TransLink takes a consistent, best-practice approach to stakeholder and community engagement.

This diversity of projects and stakeholders meant the Framework document had to be structured to suit a range of functions.

### Strategy

BBS undertook a collaborative approach engaging with TransLink staff, stakeholders and the community to gauge their views, information needs and preferences.

BBS created a Framework Reference Group, comprised of 15 TransLink staff representing each division of the organisation, which met on a monthly basis throughout the project.

BBS then undertook a series of one-on-one interviews with more than 30 external stakeholders including Council, private transport providers and community members.

The interviews enabled BBS to identify the strengths and weakness of TransLink's current practices, identify issues TransLink face when engaging with community

and determine how TransLink could improve current communication processes.

This information from the stakeholder interviews was used to form an outline for the Framework document. The draft outline was then discussed by the Framework Reference Group to ensure the proposed structure met all objectives.

### Results

A comprehensive framework was developed in three months assisting TransLink in taking a consistent, best-practice approach to stakeholder and community engagement.

The framework provides a series of worksheets and checklists to assist with the development of engagement plans covering areas including:

- Clarifying the scope of the decision
- Correlating issues and stakeholders
- Selecting appropriate engagement techniques
- Setting appropriate budgets and timelines
- Evaluation engagement

Upon completion of the Framework's worksheets a concise Community Engagement Plan is developed.

The Framework was quickly endorsed by TransLink's management team and now acts as a vital resource in the organisation's stakeholder and community engagement planning process.

community engagement ■ stakeholder relations ■ strategic communication

project brief