Community Engagement

vs

Stakeholder Engagement

Timing

Community engagement tends to be implemented as a project – with a defined start and finish date e.g. planning initiative or capital works.

Stakeholder engagement is ongoing, although programs are refined regularly and stakeholders are managed based on stakeholder's interests, relevance and influence.

Target Audience

Anyone who has an interest in the project / issue (including stakeholders) can be involved in **community engagement** projects.

Key stakeholders belong to organisations (generally not individuals) including Government, MP's, Industry associations, unions, etc.

Location

With technology today, you don't have to be a local **community** member to contribute to a project.

Stakeholders are only consulted on matters that come under their jurisdiction eg. Electoral district, Locality, Region, district etc.
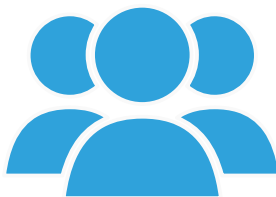
Level of Influence

Under the IAP2's Public Participation Spectrum, the **community's** influence on a decision can range from Inform, Consult, Involve, Collaborate, or Empower.

Affected or interested **stakeholders** can be involved in both processes, with the levels of influence varying for each project.

Teams Involved

Dedicated **project managers and community engagement** officers are assigned to different projects.

Stakeholder engagement: Relationship Managers (Executive and Senior Managers) are assigned responsibility for managing relationships with important stakeholders.

Industry Associations

Community engagement: International Association for Public Participation (IAP2).
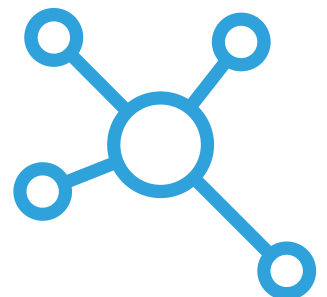
Stakeholder engagement: tends to be aligned with the practices of the Public Relations Institute of Australia (PRIA), with some practitioners also holding (IAP2 membership.