# Public Engagement Project - Engage Victoria Strategy Template



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## Part 1: Process

By using the Engage Victoria digital engagement platform for your public engagement project (project), your team agrees to:

* Follow the expectations around public engagement as outlined in the [Public Engagement Framework 2021-2025](https://www.vic.gov.au/public-engagement-framework-2021-2025)
* Follow the [Engage Victoria digital guide](https://www.vic.gov.au/set-public-consultation) to create and manage your project
* Ensure all project content meets accessibility guidelines
* Protect the privacy and security of any personal information you collect
* Complete the Engage Victoria Strategy Template and seek approvals in the required timeframes

*\*If your project is urgent, please get approval from the Digital, Digital Victoria executive to fast-track the process.*

This process applies to teams that have multiple project phases.

*\*If your project is urgent, please get approval from the Digital, Digital Victoria executive to fast-track the process*

## Part 2: Requirements

### Public Engagement Framework

The [Public Engagement Framework 2021-2025](https://www.vic.gov.au/public-engagement-framework-2021-2025) outlines the Government’s approach to working with communities to make better decisions and improve the lives of all Victorians.

By implementing the Framework, we commit to continually working across the public sector to improve and strengthen meaningful engagement practices in Victoria to ultimately improve the lives of Victorians.

### Privacy

All projects on Engage Victoria must comply with the [Information Privacy Principles (IPPs)](https://ovic.vic.gov.au/privacy/information-privacy-principles-full-text/) set out in the *Privacy and Data Protection Act 2014* (Vic).

When designing your public engagement project, please consider what protections are required for collecting personal and/or sensitive information as set out in the IPPs. The following definitions are useful in considering the kind of information you will be collecting in your engagement.

If you will be using a third-party commercial product to collect data from members of the public (for example, using an external tool to manage event attendance), we recommend that:

* You choose a product that provides clear information on how secure the service is and what measures are undertaken to protect data in the system. Try searching for ‘[product name] security’ to find information online
* Check with your department/agency’s cyber security team to confirm that the tool meets your organisation’s standards
* You do not collective sensitive information. For example, do not collect health information using a third-party commercial tool
* You select a tool that has the option to enable multi-factor authentication
* You select a tool that stores data in Australia
* You delete any collected data from third party systems once it is no longer required.

#### Personal information

The PDP Act defines 'personal information' and how it must be handled. Personal information is defined as:

*Information or an opinion (including information or an opinion forming part of a database), that is recorded in any form and whether true or not, about an individual whose identity is apparent, or can reasonably be ascertained, from the information or opinion, but doesn’t include information of a kind to which the Health Records Act 2001 applies.*

There is no definitive list of what is or is not personal information. It can depend on who is collecting the information and the context they are collecting it. It can also change over time. If your project collects personal information, then the PDP Act and IPPs apply.

Visit the [key concepts section on the Office of the Victorian Information Commissioner (OVIC) website](https://ovic.vic.gov.au/book/key-concepts/) for guidance on personal information.

**Are you collecting personal information as part of your project?**

Yes  No

#### Sensitive information

Sensitive information is a subset of personal information. There are greater obligations when collecting and handling sensitive information because it carries greater risk. An unauthorised collection or use of sensitive information is likely to be more damaging than for personal information. In most cases, you must get informed consent from the user when collecting sensitive information. If sensitive information is collected, it remains subject to all the other IPPs just like all other personal information.

Visit the [sensitive information section on the OVIC website](https://ovic.vic.gov.au/book/ipp-10-sensitive-information/) for further information on sensitive information.

**Are you collecting sensitive information as part of your project?**

Yes  No

#### Health information

The collection and handling of health information is regulated by:

* the *Health Records Act 2001* (Vic)
* the Health Privacy Principles (HPPs) set out in Schedule 1 of the *Health Records Act 2001.* HPPs apply to both public sector and private sector organisations.

Under the *Health Records Act 2001*, the definition of ‘health information’ is not limited to an individual’s medical conditions; it also includes, among other things, other personal information collected to provide a health service. Health information is not just about medical conditions; it can also include behavioural and wellbeing information.

You will need to comply with the HPPs if your project is collecting health information (as defined in the *Health Records Act 2001*). Visit the [health records section on the Department of Health website](https://www.health.vic.gov.au/legislation/health-records-act) for information on the Health Records Act 2001 and the HPPs.

**Are you collecting health information as part of your project?**

Yes  No

#### Privacy Impact Assessment

If you are collecting personal, health or sensitive information you must complete a Privacy Impact Assessment (PIA) to publish a project on Engage Victoria.

A PIA helps you understand and evaluate your projects compliance with the IPPs.

Most public sector organisations have a privacy officer who can help with your PIA to ensure your project (and associated data collection and handling) complies with the Privacy and Data Protection Act 2014 (PDP) Act and the IPPs. Your departmental or agency engagement manager will connect you to your privacy officer.

Refer to the [PIA guide on the OVIC website](https://ovic.vic.gov.au/privacy/privacy-impact-assessment/).

**Have you completed a Privacy Impact Assessment (PIA)?**

Yes  No  Not required

#### Collection notice

When collecting personal information, you must take reasonable steps to ensure that the user is aware of the collection. This is so they have the information they need to make an informed decision about disclosing their personal information.

***Purpose of collection***

OVIC states that:

*‘the purposes of collecting the information should be clearly stated, and be specific, rather than be explained in a general reference to a broad power such as ‘licensing’, or ‘for the performance of our functions’. In some situations, there may be several purposes of collection. Organisations should aim to list all the known purposes for which they are collecting that personal information from individuals, to ensure that they are able to use the information as intended.*

*Individuals are more likely to accept secondary uses or disclosures of their personal information when organisations are upfront about how they will use the information they’re collecting.”*

Here are some examples of when a collection notice may be required:

* subscribing to an email newsletter
* submitting a feedback form
* registering for an event.

For more information about what must be in your collection notices, refer to the [collection notices section on the OVIC website](https://ovic.vic.gov.au/privacy/collection-notices/).

**Have you drafted a collection notice?**

Yes  No  Not required

### Information security

Engage Victoria has implemented security controls for a security classification of **OFFICIAL** and cannot support projects collecting information higher than this classification.

If you need to collect data at a higher classification level, we recommend you work with your departmental information security manager.

The security classification schema is prescribed by OVIC and should only be applied on completion of the PIA for your project.

**What is your security classification level?**

Unofficial  Official  Official – Sensitive  Protected  Secret

### Accessibility

It is important that all supporting information, images, documents and videos you provide meet [accessibility requirements digital standards](https://www.vic.gov.au/make-content-accessible). This includes file size and format, and language.

**Supporting Documents**

Consider breaking large documents into smaller file sizes for mobile users. The largest file size that can be uploaded is 20MB.

It is preferred that documents uploaded to a project page are HTML first. If you cannot convert your documents to HTML then you must either:

* Provide an [accessible PDF](https://www.singledigitalpresence.vic.gov.au/making-existing-pdf-accessible) or
* Provide an accessible Word document.

For more information read the [designer guidelines on creating accessible documents](https://www.singledigitalpresence.vic.gov.au/designer-guidelines-accessible-word-and-pdfs).

**Images and videos**

* Image size is limited to 10MB. Banner image size is limited to 10MB
* All images require ‘alternative description’ text for screen readers to identify what is being shown.
* You will be required to provide written descriptions for images that are not of a decorative nature.
* They must also have enough contrast, for users with low vision.
* Videos need to be accompanied by captions and a transcript.

The Engage Victoria team cannot publish a project until all content is made accessible.

For more information on standards that must be met, refer to the [Engage Victoria digital guide](https://www.vic.gov.au/set-public-consultation).

## Part 3: Project Details

### Project name:

Add response

**Please tick which categories your project belongs to (up to 3):**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
|  | Aboriginal Affairs |  | Education |  | Justice |
|  | Ageing |  | Energy |  | Local government |
|  | Agriculture and regional development |  | Environment and climate action |  | Planning |
|  | Animal welfare |  | Equality, gender and diversity |  | Sport and recreation |
|  | Arts and culture |  | Families and children |  | Transport |
|  | Business |  | Family violence |  | Technology and innovation |
|  | Community safety, policing and emergency services |  | Health |  | Veterans |
|  | Disabilities |  | Housing and communities |  | Water |
|  | Economic development, industrial affairs and workplace safety |  | Jobs |  | Youth |

### ****Project team****

For team members who require access to Engage Victoria, you will need to assign user roles for us to provide the required system access. These are the roles available:

|  |  |
| --- | --- |
| **User role** | **Description** |
| Project Manager (PM)   * Has permissions to view project, edit project and access reports within the context of this project * Can add and publish approved content) | * has permissions within the context of a particular project * can create, edit, and publish content * cannot create, delete, approve or unpublish a project |
| Author (A)   * Has permissions to view project and access reports within the context of this project * Can add new content but will need to be reviewed by a PM | * has permissions within the context of a particular project * can create and edit existing project content * can create a new draft and send it for review * cannot approve or (un)publish content |
| Reviewer (R)   * Has permissions to view project content * Cannot edit or publish content | * can view all project content * cannot create, edit or (un)publish content |
| Moderator (M)   * Has permissions to review, approve, reject and publish public participation content * Can add comments to public participation content | * can review public participation content, such as participation tool submissions * can approve or reject public participation content * can view non-published projects and surveys * cannot edit content created by internal users |

Using the below table, **only** list project team members that will require access to Engage Victoria to work on this project.

This list will help the Engage Victoria team ensure that access to the project page, and any personal information, can be managed for security purposes. Email addresses are requested to create an account.

Please take note of the following:

* Each project must have at least 1 project contact for the duration of the project
* A maximum of 7 project members on each project
* In response to staff changes, you can transfer access and contact responsibilities between staff members by emailing [contact@engage.vic.gov.au](mailto:contact@engage.vic.gov.au). You should include names, email address and a list of project names that users need/have access to.

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Full name** | **Email** | **Engage Victoria Role**  Limiting access can reduce risks associated with handling personal information. Mark each required role with an X | | | |
| PM | A | R | M |
| Add response | Add response | **X** |  |  |  |
|  |  |  |  |  |  |

## Part 4: Project Plan

This section draws from the [8 steps to conducting effective public engagement](https://www.vic.gov.au/public-engagement-framework-2021-2025/how-guide-public-engagement) from the Public Engagement Framework. You are also encouraged to consider how you have addressed the [six principles](https://www.vic.gov.au/public-engagement-framework-2021-2025/principles-public-engagement) of Public Engagement when completing this form.

### Define engagement purpose

1. **What is your project about?**  Describe the project background and key objectives

Add response

1. **What is your engagement purpose?**  An engagement purpose is a short, concise statement that communicates why you are consulting.

Add response (consider how you can make your engagement meaningful)

1. **What does success look like to you for your project?** Consider both qualitative and quantitative measures of success

Add response (the [Principles of Public Engagement](https://www.vic.gov.au/public-engagement-framework-2021-2025/principles-public-engagement) can help you decide on what success could be)

### Understand stakeholder and community interests, values and opportunities for engagement

1. **Who is your target audience*?*** Who do you need to reach?

Add response ([Step 2: Understand](https://www.vic.gov.au/public-engagement-framework-2021-2025/how-guide-public-engagement) of the Public Engagement Framework outlines methods on your target audience)

1. **What influence do participants have on the final decision/s?**What aspects of the project can change because of this project? What is negotiable?

Add response (it is important to be transparent about what can be influenced and to ensure that meaningful engagement can be undertaken)

1. **What kind of reach do you think your project will have?** Reflecting your target audience, provide an estimate of the level of visitation you are expecting e.g., 5,000 visitors

Add response

### Design an appropriate engagement process

1. **What are your project stages?** Outline the stages, timelines and purpose below. This will help guide participants on where they are in a project life cycle. **For transparency, please list all stages – including ones that happened before the project*.* An example of project stages is included. Your stages should make it clear how the public can be and were involved in the project.**

|  |  |  |  |
| --- | --- | --- | --- |
| **Stage** | **Title** | **Start/End Dates** | **Purpose**  Outline the objectives for each stage |
| 1 | Funding application made and approved for project | March - June 2017 | Project team identified area as needing improvements and applied for funding |
| 2 | Design and planning stage: Public consultation | 22 February 2018 – 22 March 2018 | Completed public engagement sessions to get public input on design of project. |
| 3 | Building stage pre-consultation: Public webinar | 1 May 2020 - 9 June 2020 | Information session for the public to learn about the project |
| 4 | Building stage: Public engagement surveys and workshops | 10 June 2020 - 10 July 2020 | Public engagement sessions to hear from the public on the project |
| 5 | Building stage: Analysis of feedback and workshop outputs | 10 July 2020 - 10 September 2020 | Collating and analysing the results of our public engagement sessions to determine sentiments and recommendations by the public |
| 6 | Building stage: Reporting back and next steps | September 2020 | Sharing results of public engagement and our proposed next steps |
| 7 | Construction commences | June 2021 | Works will commence, taking into consideration public feedback. Information sessions on construction sessions will be announced at a later date. |

*\*Add more stages as needed*

### Deliver genuine, inclusive and respectful engagement

A key principle of the Public Engagement Framework is to be inclusive. In practice this looks like:

* The engagement design is human-centred and enables the full participation of all who wish to be involved
* Asking the individual or group how they would like to participate and designing the process accordingly
* Offering several ways that the public can engage
* The public has opportunities to influence the problem definition.

1. **Does your consultation engage with vulnerable groups or deal with sensitive topics?**

Yes  No

**If yes, please include how to seek help and support services on your Overview page. The project team should also be supported when handling and analysing the data that comes from this consultation.**

Add response (be as inclusive as possible)

1. **Does a proportion of your audience have non-existent or low levels of English proficiency?**

Yes  No

**If yes, how will you ensure that non- or low-level English-speaking communities are able to access your project and participate in the conversation?** (e.g., have you arranged a translation service and/or simplified English version for your project?)

Add response (be as inclusive as possible)

1. **Will you be engaging with children?**

Yes  No

**If Yes, how will you comply with the** [**Child Safe Standards**](https://ccyp.vic.gov.au/child-safety/being-a-child-safe-organisation/the-child-safe-standards/)**?** Please seek advice from your department engagement manager

Add response

1. **What other engagement activities are supporting the online project?****Please outline any face-to-face engagement activities that are also planned as part of your process.**Note: Online-only methods of engagement may not be suitable if your target audience includes elderly or vulnerable communities. Some groups may be less likely to have access to the internet or feel comfortable engaging with a project digitally.

Add response (consider asking your target group how they would like to participate before deciding on the appropriate course of action)

### Review and interpret engagement information and data

1. **How will you analyse and evaluate the feedback you collect?** Allow time and resources to code and analyse qualitative feedback.

Add response

### Apply outcomes of engagement to inform decision- making process

Please remember to confirm how the engagement contributed to the decision. If possible, provide opportunities for the public, including priority communities, to work with decision-makers to make decisions together.

### Apply outcomes, report feedback and close the loop on engagement

1. **How do you intend to share the results of your engagement with interested participants and subscribers?** Reporting outcomes to participants is an essential part of any engagement process and develops future trust in government project processes.

Add response (It is important to go beyond thanking participants to providing them with the results of your engagement, even if it takes you a year to complete your analysis. You are highly encouraged to share an overview of responses received before sharing full results of your engagement, especially if you will take time to analyse the data.)

### Evaluate success of engagement and share lessons learnt

It is important to review engagement at the end of each stage to identify opportunities to improve practice. Understand the impact the engagement has had on community and the relationships with key stakeholders. Evaluate the engagement process and share your lessons with your colleagues or the Public Engagement CoP.

You can refer to the Public Engagement Framework’s evaluation framework to help you in your assessments: [Evaluation framework | Victorian Government (www.vic.gov.au)](https://www.vic.gov.au/public-engagement-framework-2021-2025/evaluation-framework)

## Part 5: Project Content

This section contains the draft content you will need to set-up your project page on Engage Victoria. Character limits are set by the software and text will be cut off if exceeded.

The quality of information in this section is critical. Please ensure that the six principles of Public Engagement are clearly communicated when designing this page: Meaningful, Inclusive, Transparent, Informed, Accountable and Valuable. [Principles for public engagement | Victorian Government (www.vic.gov.au)](https://www.vic.gov.au/public-engagement-framework-2021-2025/principles-public-engagement)

A new content plan is required and must be approved for each project phase.

1. **Project title: (max 70 characters) k**eep it short, clear and to the point

Add response

1. **Call to action: (max 170 characters) o**ne to two lines outlining the engagement purpose and what you want visitors to do.

Add response

1. **Image: An image (900px wide and without text) is required for your page banner. This will need to be provided prior to the page going live.**

*Provide document* ***reference*** *or attach to email when submitting this document*

1. **Project description:** using your key messages provide a short description of your project under these headings. This is the main explanatory text.

Overview

Add response

How to participate

Add response (consider how you can keep the project inclusive and accessible e.g. by offering more than one way to participate)

Next steps

*What will be done with the feedback? What are the next steps in the process?*

Add response (be transparent about what respondents can influence though their participation)

### Question design

Please review your obligations when asking for personal, sensitive of health information when deciding on your questions.

1. **What questions are you asking about the project activity? List the questions that will help you gather the feedback you need to meet your project objectives.**

Add response (please ensure that these questions enable meaningful and informed engagement i.e., the responses should allow for a substantial impact on the project and explanations/background information should be provided where necessary to ensure the public understands what is being asked of them)

1. **What do you need to know about your participants? What information do you need to collect to make informed decisions based on the feedback? For example, postcode, age, stakeholder group/interest**

Add response (please have privacy considerations in mind – do not ask for information that would identify your respondents)

### Supporting documents – Accessibility

Please review the [Accessibility requirements](https://www.vic.gov.au/make-content-accessible) for your supporting documents (including documents, images and videos).

1. **Are all your supporting documents compliant with accessibility standards?**

Yes  No

1. **If No, please outline how you will make supporting documents accessible:**

Add response

### Potential risks

**Is there anything else about your project we should know about?** Are you expecting any tensions around subject matter areas?

Yes  No  Not required

**Please list:**

Add response

### Supporting communications

Discuss your project’s needs with your communications team. If you have already developed an engagement and communications plan that details how you will advertise and communicate your online project, you are not required to complete this section. Please attach the existing plan when submitting this template for review.

**How will you advertise your online project to your audience?**

Communications activities could include electronic direct mail campaigns, news items on your website, print / radio advertisements, face to face or social media**.**

### Communications plan

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Channel** | **Target audience** | **Key messages** | **Dates** | **Owner** |
|  |  |  |  |  |
|  |  |  |  |  |

*\*Add more stages as needed*

#### Document review

|  |  |  |  |
| --- | --- | --- | --- |
| Step | Name | Signature | Date |
| Prepared by | Project Manager name, position |  |  |
| Reviewed by | Engagement Manager name, position |  |  |
| Approved by | Engage Victoria Team Member |  |  |