

# OGP Commitment 5 Engagement and Communication Plan Discovery Phase

DRAFT as at 30 April 2019

PURPOSE	AUDIENCE(S) – initial key groups	MESSAGES/QUESTIONS	CHANNELS	PRODUCTS	LEAD
<p>Commence discussions with key groups (outside and inside government) to:</p> <ul style="list-style-type: none"> <li>brief them on Commitment 5 and</li> <li>seek their views on who should be engaged with and how to ensure that the Guidance produced enables government agencies and Ministers to make informed choices about                             <ul style="list-style-type: none"> <li>selecting levels on the IAP2 Spectrum of Public Participation,</li> <li>engagement approaches, and</li> </ul> </li> <li>how to ensure diverse voices are heard in public policy development</li> </ul>	<p><i>Engagement Experts:</i></p> <ul style="list-style-type: none"> <li>Auckland Co-design Lab</li> <li>Empathy Design</li> </ul> <p><i>Civic society and other external groups:</i></p> <ul style="list-style-type: none"> <li>Inspiring Communities</li> <li>Wellesley Community Action</li> <li>Transparency International</li> <li>Disabled Persons Assembly NZ (DPA)</li> <li>Combined Trade Unions (CTU)</li> <li>Public Service Association (PSA )</li> <li>BusinessNZ</li> </ul> <p><i>Government agencies:</i></p> <ul style="list-style-type: none"> <li>Maori Crown Relations, Min of Justice</li> <li>Office for Disability Issues, MSD</li> </ul>	<p>During interviews we will:</p> <ul style="list-style-type: none"> <li>Inform them about Commitment 5</li> <li>Learn their experiences of engaging with government</li> <li>Get their feedback on IAP2 Spectrum of Public Participation</li> <li>Get their feedback about including diverse voices</li> <li>Get their advice about the engagement approach for Commitment 5</li> </ul> <p>After the first meeting, send thank you with what's next (Timeline) to keep them informed of progress</p>	<p>One-on-one meetings; Follow-up email thank you and information about next steps</p>	<p>Briefing note sent as background to meetings</p> <p>Thank you email including:</p> <ul style="list-style-type: none"> <li>Summary of key stakeholders' preliminary input</li> <li>Advising Key Stakeholders of Project Timeline - Discovery Phase</li> </ul> <p>Contact details for other stakeholders identified by initial key groups and agencies</p>	<p>OGP Team</p>
<p>To collaborate with policy practitioners to:</p> <ul style="list-style-type: none"> <li>Understand their experience of decision-making about public engagement (what is?), and</li> <li>gain insights into their user needs (what if?) and how Guidance could meet them</li> </ul>	<p>Policy practitioners</p>	<p>Share data collected from meetings with key groups and civil society stakeholders and ask:</p> <ul style="list-style-type: none"> <li>In the past what has influenced your decisions about where on the IAP2 spectrum of public participation to operate?</li> <li>What would help you make well-informed choices about public engagement that promote developing quality policy advice in future?</li> <li>What do you need to improve your planning and implementation of public engagements at all levels of the IAP2 Spectrum, including how to help you make public engagement more inclusive of diverse voices?</li> </ul>	<p>Focus Groups</p>	<p>Focus group goals and Journey Map</p> <p>Thank you email including:</p> <ul style="list-style-type: none"> <li>feedback on how Focus Groups' outputs shaped next phase</li> <li>Collation of stakeholders' experiences and ideas (stakeholders' needs) for drafting Guidance</li> </ul> <p>Inform participants of next steps</p>	<p>OGP Team</p>
<p>To collaborate with civil society and other external groups to:</p> <ul style="list-style-type: none"> <li>understand their experiences of engagement (what is?), and</li> <li>gain insights into what the Guidance should include about how to ensure diverse voices are heard</li> </ul>	<p>Civil society and other external groups</p>	<p>Share data collected from meetings with key groups and practitioners and ask:</p> <ul style="list-style-type: none"> <li>What would you like to see change to make public engagements more inclusive of diverse voices?</li> <li>What do you need to participate in public engagements (what if?)?</li> </ul>	<p>Focus Groups</p>	<p>Thank you email including:</p> <ul style="list-style-type: none"> <li>Feedback on how Focus Groups' outputs shaped next phase</li> <li>Collation of stakeholders' experiences and ideas (stakeholders' needs) for drafting Guidance</li> </ul> <p>Inform participants of next steps</p>	<p>OGP Team</p>