

The Role of Effective Community Engagement in Regional Development

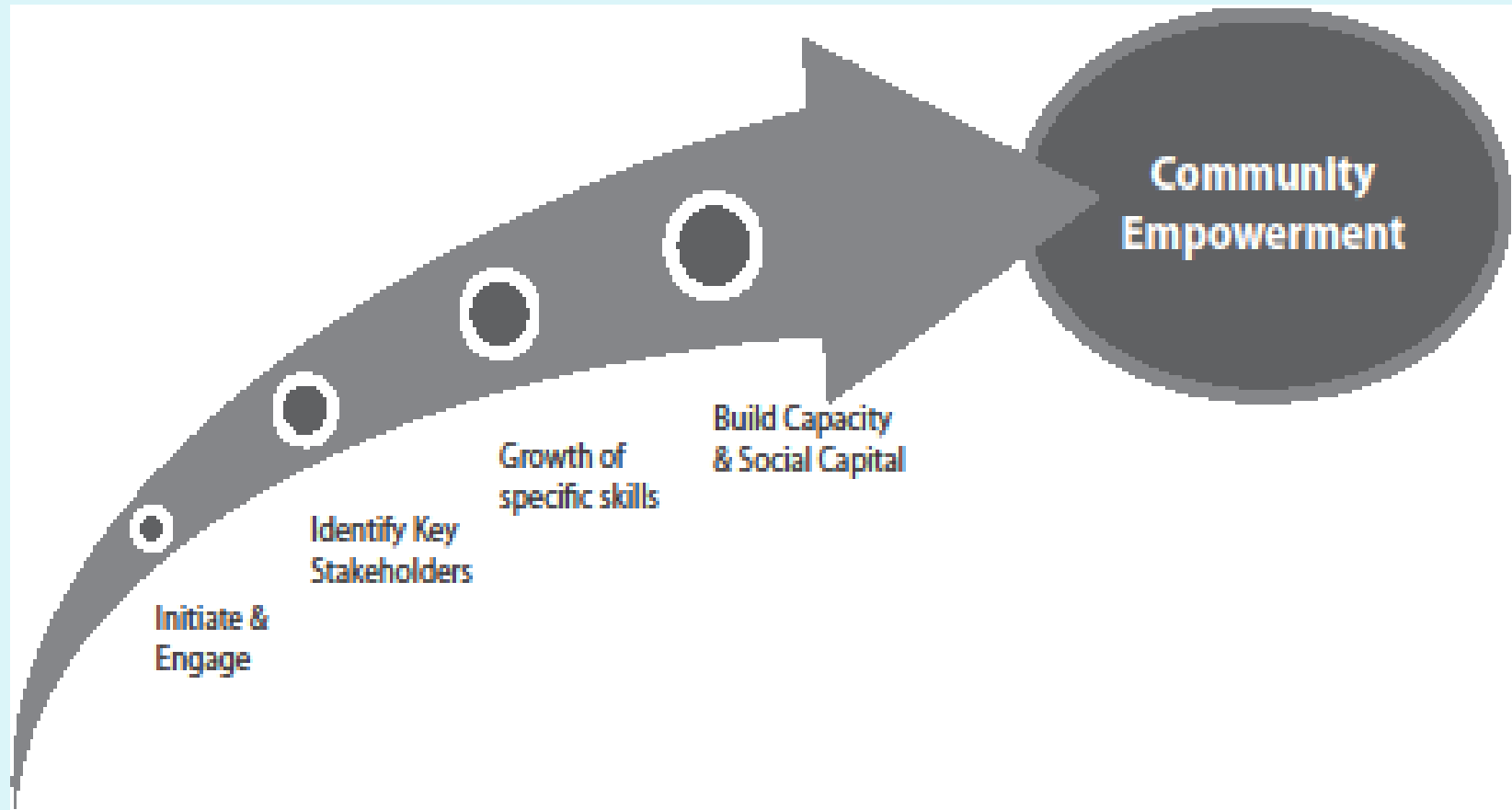
A presentation to SEGRA 2010

By

Lynne De Weaver

*“Social Capital can be developed and used
wherever humans gather together for a
common purpose.”*

Dr. Jenny Onyx



The steps involved in effective community engagement also lead to empowerment.

“The longest journey begins with a single step” Lau-Tzu

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Step1: Start the conversation

- Initiate and engage the community:
 1. Raise awareness of the program in the targeted areas and explain how it might benefit them.
 2. Try to find out what their expectations might be and what they hope the program might achieve.
 3. Gain the community's perspective on the program and explain what may be required of them *IF they participate*.

Step 2: Identify key stakeholders

- Determine who or which groups may receive the greatest benefit from the program.
- Are stakeholder needs and expectations aligned with program outcomes?
- Is there an EOI or Application that needs to be completed?
- Do the stakeholders have the right mix of skills to complete an application?

Step 3: Mentor the growth of skills

- Mentoring can provide a source of up-skilling and on-going support to communities.
- It increases the skill and knowledge base within targeted communities.
- It can also serve to build networking skills, especially important if there's a grant application involved.

Step 4: Build capacity & social capital

- Building capacity across a range of areas is often a significant goal of regional development programs.
- The building of social capital is another important outcome of regional development programs.
- Both lead to community empowerment.

The Journey so far...

- Step 1 - Start the Conversation
- Step 2 - Identify key stakeholders
- Step 3 - Mentor the growth of skills
- Step 4 - Build capacity and social capital

**“We can give regional
communities better outcomes by
giving them a voice.”**

The Hon. Simon Crean

Questions?