Stakeholder engagement plan <insert title of project>

[Use this template as a guide only and adapt it as necessary. Further documentation (theoretical background) about Stakeholder Engagement Plan]

Project or work programme	**<Project or work programme name>**
Project or work programme owner	**<Project or work programme owner name>**
Team	**<Team name>**
Business group	**<Business group name>**
Date	**<Date>**

1 – Introduction

Project or work programme overview

- Provide an overview of the project or work programme (including objectives and milestones, risks and critical success factors).

<Introduction>

2 – Regulations and requirements

- Summarise any legal, regulatory or organisation-specific requirements relevant to stakeholder engagement (for example, as required under the Resource Management Act 1991).

<Summary of regulations and requirements>

3 – Summary of previous stakeholder engagement activities relevant to this project or work programme

If there have been any previous stakeholder engagement activities relevant to this project or work programme (including information disclosure and/or consultation), provide the following details:

- details of information disclosed to date
- details of previous engagement techniques used
- the locations and dates of meetings undertaken with stakeholders
- issues discussed, concerns raised and the response.

<Summary of previous stakeholder engagement activities>

4 – Project/work programme stakeholders

Complete the stakeholder table (over the page).

Brainstorm all stakeholders using the standard stakeholder categories listed (add additional categories, if required). Look at each category and fill in organisation names appropriate to the project or work programme.

- List the key stakeholder contact(s) in that organisation (this may link to a contacts database you have set up to record phone, email etc)

- Determine for each stakeholder their **level of interest** in the project or work programme and **ability to impact on its outcomes** (positively and/or negatively) Use a scale of low, medium, high to assist with this process.

- Describe what you want from the stakeholder and what the stakeholder wants from you in relation to this project or work programme.

- Determine for each stakeholder if your organisation may have any conflict of interest with them that could impact this project or work programme.

- Identify for each stakeholder the internal relationship owner(s) for this project or work programme.

- Describe which business groups within your organisation may also engage with this stakeholder during delivery of the projects or work programmes.

4 – Project/work programme stakeholders *continued*

Stakeholder	Stakeholder key contact/s	Level of interest (low>medium>high)	Ability to impact (low>medium>high)	What we want from stakeholder	What stakeholder wants from us	Conflicts of interest	Relationship owner(s)	Organisational cross-over with stakeholder
Citizen								
Central government								
Regional government								
Local government								
SMEs								
Business sector								
Non-government organisations								
Third Sector Organization (TSO)								
Public sector organization								
Internal teams/key staff								

5 – Stakeholder engagement activity timetable

Complete the stakeholder engagement activity timetable.

- For each stakeholder, determine the *engagement purpose* (eg share, listen, consult, explore, collaborate).
- Determine the *engagement technique* (eg workshops, one-to-one meeting, focus groups).
- Determine the frequency of engagement required for each stakeholder (eg daily, weekly, monthly, quarterly, annually).
- Provide a schedule outlining dates and locations where stakeholder engagement activities will take place.
- List for each engagement activity the designated activity owner.
- Keep a record of activity progress.

Stakeholder	Engagement purpose	Engagement technique	Engagement frequency	Date(s) and location	Activity owner	Activity progress
<Insert>	<Insert>	<Insert>	<Insert>	<Insert>	<Insert>	<Insert>

6 – Monitoring and reporting

- Determine how significant interactions with stakeholders will be logged.
- Consider how and when the results of stakeholder engagement activities will be reported by you and your team. Determine how this information will be shared with senior management and other internal teams that you have identified engage with similar stakeholders.

Date	Staff member	Stakeholder name	Organisation	Engagement activity summary and issues raised	Follow-up actions	Action status
<Insert>	<Insert>	<Insert>	<Insert>	<Insert>	<Insert>	<Insert>

7 – Evaluation
• Describe how and when you will evaluate the success of your engagement activities, from the perspective of both your stakeholders and your team.
\<Evaluation\>