



Forest Products Commission Stakeholder Engagement Strategy



Forest Products Commission

Stakeholder Engagement Strategy

The purpose of the Stakeholder Engagement Strategy is to ensure that the Forest Products Commission plans and adapts our engagement with stakeholders to understand their views, needs and expectations, and to achieve our strategic and operational objectives.

This strategy provides staff with a framework that sets out key steps in the process and indicates responsibilities and timeframes to manage the FPC's stakeholders in an effective manner.

Engagement strategy goals

The strategy is linked to the new State Government goals, the FPC goals and driven by our engagement goals to ensure it aligns with the strategic and corporate objectives of government.

State Government goals

1. Sustainable finances

2. Future jobs and skills

3. Strong communities

4. Better places

FPC goals

G1: Healthy forests

Provide healthy forests for future generations

G2: Vibrant forest industry

Facilitate a vibrant forestry industry to deliver social and economic benefits, particularly in regional areas

G3: Business outcomes

Ensure efficient, effective and safe delivery of business outcomes

FPC engagement goals

E1: Stakeholder confidence

Stakeholders trust us to deliver sustainable forestry in Western Australia

E2: Stakeholder inclusivity

A diversity of stakeholder interests are represented through collaboration, consultation and information sharing

E3: Stakeholder value

Stakeholders value and directly benefit from the stakeholder engagement process

Engagement commitment

The FPC Stakeholder Engagement Strategy is based on our engagement goals and will be measured against our engagement commitment.

E1: Stakeholder confidence

- **Commitment 1:** Meet statutory requirements by operating in accordance with relevant legislation, and applicable codes and standards.
- **Commitment 2:** Establish a process for engagement, allowing time for discussion and consideration.

E2: Stakeholder inclusivity

- **Commitment 1:** Encourage stakeholder participation and provide opportunities for meaningful stakeholders engagement.
- **Commitment 2:** Engage with a wide range of stakeholders and understand their needs, expectations and interests.

E3: Stakeholder value

- **Commitment 1:** Identify relevant stakeholders and keep them informed about our activities.
- **Commitment 2:** Create opportunities for stakeholders to provide feedback.

Engagement process

The engagement goals will be delivered by a process of planning, implementation and measurement and follow the annual cycle.

The key roles in the process to support all FPC staff are the Relationship Manager and Stakeholder Reference Group.

Relationship Manager:

The FPC's key oversight authority for stakeholders. The Relationship Manager is responsible for planning and managing engagement with the stakeholder.

Stakeholder Reference Group:

The group is focused on setting stakeholder management priorities, driving engagement and setting the FPC's strategic engagement targets. The Reference Group is made up of key senior staff, the Communications and Marketing Manager and reports to Executive.

Planning

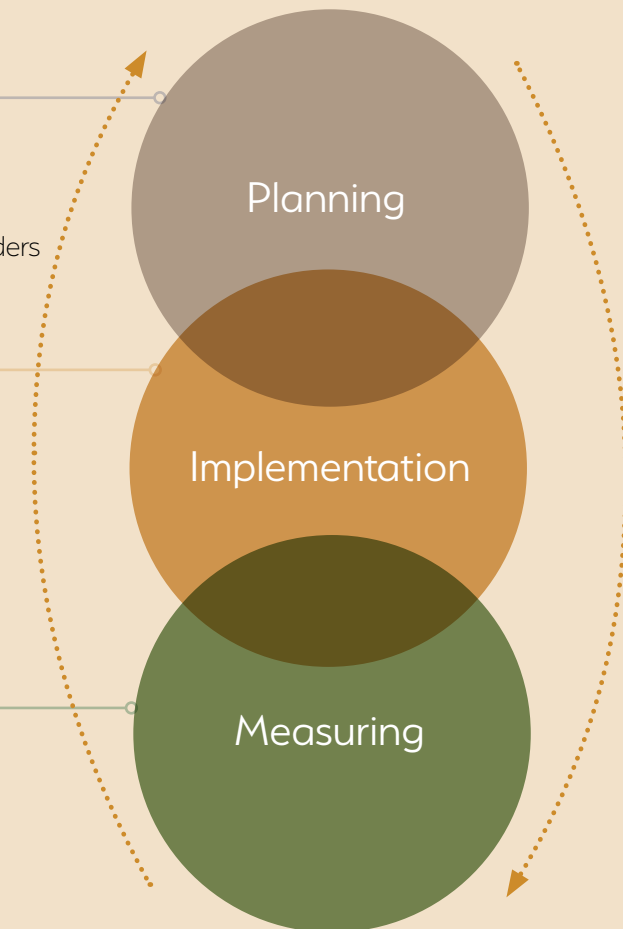
- Identify key stakeholders and projects
- Establish priorities
- Develop Engagement Plans for Priority 1 stakeholders

Implementation

- Deliver actions in Engagement Plans
- Develop a Communication Plan for key projects, major events or contentious issues
- Record all interactions in Content Manager

Measuring

- Engagement goals will be measured in Content Manager and Governance Manager
- The engagement outcomes will be measured against targets endorsed by the Stakeholder Engagement Reference Group



Engagement actions, timeframes and responsibilities

The stakeholder engagement strategy and the stakeholder plans will be reviewed annually based on engagement outcomes, a review of stakeholder priorities and strategic objectives.

UPDATE STAKEHOLDER LIST AND PRIORITIES	SET STRATEGIC DIRECTION FOR STAKEHOLDERS	SET STAKEHOLDER ENGAGEMENT PLANS	ESTABLISH/REVIEW THE FPC STAKEHOLDER STRATEGY	MANAGE STAKEHOLDERS ACCORDING TO THE PLAN
<p>Who: Stakeholder Reference Group</p>	<p>Who: Relationship Managers with the assistance of Communications</p>	<p>Who: Relationship Managers with the assistance of Communications</p>	<p>Who: Communications for Executive endorsement</p>	<p>Who: Relationship Managers with the assistance of Communications</p>
<p>What: Stakeholder list approved by Executive which includes the delegation of Relationship Managers, priority ranking of stakeholders and identification of Engagement Plan requirements.</p> <p>This information will be available in Content Manager as a static document and information will also be recorded against stakeholders.</p>	<p>What: Write/review strategic direction statements for all stakeholders and this information will define the FPC's overarching stakeholder engagement strategy.</p> <p>This strategy will be housed in Content Manager.</p>	<p>What: Finalise Engagement Plans for Priority 1 stakeholders.</p> <p>Engagement Plans will be recorded against individual stakeholders and Relationship Managers.</p>	<p>What: Review/refine the FPC's stakeholder engagement policy Priority 1 stakeholders. This will be reviewed annually and redrafted every three years.</p>	<p>What: Staff will engage as defined by the FPC's strategic direction for stakeholders and Engagement Plans.</p>

