Consultation Workshops 02
Stakeholder Workshops

3-V1-2016

Introduction

The stakeholder workshops will most likely be more than one meeting, it may be a series of workshops depending on the scale and complexity of the development.

As part of the strategy to broaden the diversity of town and village centres, it is important to identify a network of potential tenants/operators/service providers from a mix of sectors. Seeking input from such diverse contributors enables an early understanding of their requirements, allows the feasibility of their inclusion to be explored and where appropriate, secures their future involvement.

This process may be assisted by the involvement of a commercial advisor and a community broker. It may involve a mix of individual discussions and potentially larger workshops if a reference group is formed, depending on the scale of the development.

The key stakeholder discussions and workshops may involve stakeholders such as a supermarket operator, major medical group, medium density housing developer, office hub operators, council facilities representatives; through to site specific groups such as the local indigenous representatives or organisations like the local water or energy authority or even community groups such as Landcare who may have a vested interest in a particular site. They will all be able to provide a different perspective and further inform the core team in the formation of the Final Vision.

Desired outcomes

- Identify the key Soft and Hard Elements and how to target them to ensure diversity
- Gather information that will better inform the masterplan
- De-risk the development by reducing speculation
- Learn about community needs and capacity from community based groups
- Establish a strong value proposition early

Who

In addition to the core team, the network will be expanded to include the mix of stakeholders identified in the Core Team Workshops.

Steps

1. Understand individual stakeholder needs, opportunities and possible collaborations

2. Explore potential ideas and opportunities based on situation analysis and stakeholder needs

3. Use 'Worksheet 05 - Project Targets' to identify potential soft and hard element targets and set smart goals.

4. Use 'Worksheet 09 - Communication Strategy' as a starting point to help identify a community engagement strategy

Worksheet 01 - Situation Analysis
Worksheet 05 - Project Targets
Worksheet 07 - Social Inclusion
Worksheet 09 - Communication Strategy