

Module: Communication and Consultation

The following overview has been developed by EIANZ as a guide to the possible learning outcomes and content structure of the module. Training providers are requested to review and make appropriate recommendations regarding final learning outcomes, module content and delivery format.

EIANZ Proficiency: Communication (*refer to EIANZ Proficiency Map*)

Description: Communication, public consultation and engagement skills are applied every day by environmental practitioners and yet remain a commonly underdeveloped skill area. On completion, participants will be able to develop simple communication plans and understand how to select and apply commonly used engagement tools.

Learning outcomes: Participants will:

- Understand the principals of converting complex environmental information into simple communication.
- Be capable planning, documenting and delivering simple communication/engagement plans.
- Be capable of choosing the correct communication tool for specific tasks.
- Be capable of aligning engagement with project goals and mitigating reputational risk.

Content:

- 1) Overview – definitions; differentiating between communication and consultation/engagement; engagement models (IAP2); and ISO standard for environmental communication and consultation.
- 2) Delivery Environment – consultation, communication and environmental ethics; and risks and benefits of communication and consultation.
- 3) Communicating Science – communication principles; setting communication goals; understanding audience needs; communicating with multicultural audiences; and simple branding and visual style.
- 4) Consultation and Engagement – setting objectives; assessing capability and resources; understanding your organisation’s position and support; matching communication goals with business needs; reconciling project goals with stakeholder’s goals; and reputational risk.
- 5) Stakeholders – defining who is a stakeholder; how to identify them; hard to reach groups; and analysing stakeholders.
- 6) Communication and Engagement Plans – introduction to a template; instruction on how to complete; and presenting your plan to others
- 7) Common Communication and Engagement Tools – practice of common tools (World café, kitchen table discussions; open house; online consultation; planning for real; citizens jury, expert panels); and simple evaluation tools.

Delivery: Training providers are requested to make a recommendation in relation to the most effective learning environment for this audience. The following information should be considered when advising on presentation format:

- Minimum session length this two to three hours
- Session could be held as an interactive webinar or seminar
- Include online Q&A and panel discussion in relation to the module
- Access to industry professionals across Australia and New Zealand with specialist expertise relating to the module