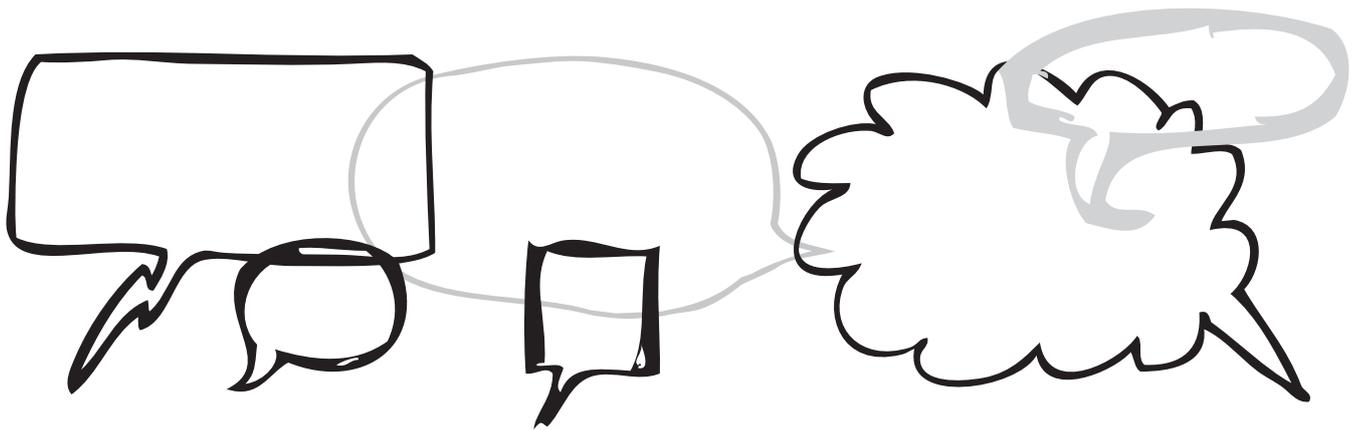


# Stakeholder Engagement Workshops

Encouraging active participation and the recognition of the richness and diversity of stakeholder views



**The success of organisations is increasingly defined by corporate social responsibility criteria that places a high value on meaningful stakeholder engagement.**

This workshop aims to provide participants with the knowledge and tools to successfully engage stakeholders in a diversity of settings and reflects several international standards in stakeholder engagement.

The workshop introduces participants to the seven elements of the **Pelorus** Engagement Framework, a stakeholder planning and engagement framework developed by experienced engagement consultants.

The **Pelorus** stakeholder engagement framework promotes real ownership of the engagement process by encouraging active participation and the recognition of the richness and diversity of stakeholder views.

**When:** Thursday 15 May and Friday 16 May 2014  
or  
Thursday 30 October and Friday 31 October 2014

**Time:** 9.30am - 4.00pm

**Where:** Kimberly Room, Ground Floor, State Library,  
25 Francis Street, Northbridge

**Cost:** \$550 (inc GST)

**RSVP:** Register your interest at  
[admin@361degrees.com.au](mailto:admin@361degrees.com.au)

**Info:** For further information call Jamie Robertson  
08 9467 3689

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# Stakeholder Engagement

## Innovation and creativity through engagement

The **Pelorus** Stakeholder Engagement Framework has been developed by some of Western Australia's leading engagement consultants and thinkers. **Pelorus** incorporates elements from the world's leading international standards in stakeholder engagement, including:

- The Brisbane Declaration
- AA1000SES Stakeholder Engagement Standard
- The Equator Principles
- International Financial Corporation's Stakeholder Engagement: A Good Practice Handbook
- International Association for Public Participation Engagement Spectrum

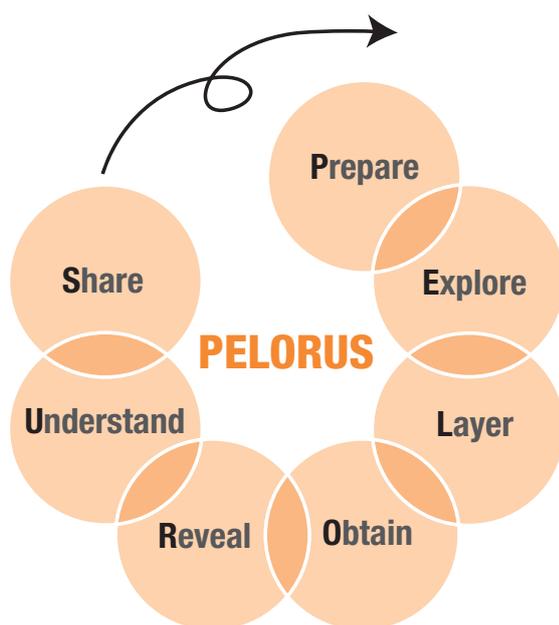
**Pelorus** builds on the concept of stakeholder engagement as a third way, a process to facilitate the exchange of knowledge to better inform decision-making. Through the process of engagement, knowledge is exchanged that can result in new ways of thinking and potentially new and more sustainable futures.

**Pelorus** acts as a navigation tool rather than a map, allowing users to select those elements, tasks and actions that are relevant to their activity, and to tailor the engagement process to match the available resources and mandate.

The value of the **Pelorus** framework rests in its ability to enable stakeholders to understand the complexity and diversity of situations, while also empowering them to collectively design practical solutions for a better future.

A key advantage of this approach is that it fosters a non-threatening environment in which stakeholders can appreciate complexity and constructively contribute ideas for addressing issues – leading to a shared understanding as the basis for moving forward.

**Pelorus** can encourage new approaches for progressing complex and problematic situations and is particularly suited to environments with inherent complexity and diverse stakeholder groups.



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