This policy applies to all Queensland Health employees undertaking community engagement.

Community engagement plans shall be developed with reference to the Queensland Health Community Engagement Manual.

All community engagement plans shall be registered on the community engagement database on QHEPS.

Community Engagement Implementation Standard

1. Purpose
This Implementation Standard identifies the minimum (and auditable) requirements that evidence the implementation of the Community Engagement Policy. It also identifies individual positions, accountabilities and responsibilities in relation to these requirements.

2. Scope
Compliance with this standard is mandatory for all Queensland Health employees, volunteers, contractors, volunteers and other agents of Queensland Health.

3. Definition of Terms
Definition of all key terms used in this standard are listed in the Glossary of policy terms.

4. Supporting Documents
Authorising policy
- Community Engagement Policy

Related documents
- Community Engagement Manual
- Community Engagement Plan template
- Community Engagement Toolkit (with tip sheets)
5. Requirements

5.1 Community engagement planning

5.1.1 A community engagement plan shall be prepared when an activity is subject to at least one of the following criteria:

- it is a legislative requirement
- a commitment has been made to undertake stakeholder and/or community engagement
- stakeholder input is required to inform planning and/or project delivery
- when a project may have an impact on user groups and/or local communities
- when a project is valued at $20 million or more
- when Queensland Health is undertaking a project which would be enhanced by stakeholder and/or community involvement.

5.1.2 Community engagement plans shall be prepared by using Queensland Health’s standard template and include:

- Project overview
- Communication
- Deliverables
- Service standards
- Budget
- Evaluation

Further information for preparing the community engagement plan is available in the Queensland Health Community Engagement Manual.

5.1.3 The community engagement plan shall be approved by the division or district Chief Executive Officer, or delegate.

5.1.4 All community engagement plans shall be lodged with Integrated Communications Branch and registered on the Queensland Health community engagement database on QHEPS.

5.1.5 The Health Service division or district initiating the community engagement shall be responsible for evaluation of the community engagement. The evaluation may be commissioned externally or conducted internally and shall be endorsed by the district or division Chief Executive Officer, or delegate.

5.1.6 The scope of the community engagement evaluation should reflect the size, significance and purpose of the engagement activity and shall:

- identify areas for improvement and contribute to setting best-practice standards and benchmarks
- help to build an evidence base for innovative approaches to community engagement
- contribute to engagement capability development by providing feedback on performance
- present opportunities for further consumer/community involvement in the evaluation process
- build support for client and community involvement in Queensland Health planning and decision-making by providing evidence of how effective engagement works.
5.1.7 The community engagement evaluation report shall be endorsed by the division or district Chief Executive Officer, or delegate, and be lodged with Integrated Communications Branch.

6. Review
This implementation standard will be reviewed as appropriate. A review can be triggered at any time by changes in the policy environment including changes to Queensland Government policies and guidelines governing marketing and communication initiatives.

7. History

<table>
<thead>
<tr>
<th>Date of new / revised policy</th>
<th>Amended to ………</th>
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<td>November 2010</td>
<td>New standard</td>
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8. Responsibilities

<table>
<thead>
<tr>
<th>Position</th>
<th>Responsibility(ies)</th>
<th>Accountabilities/Audit Criteria</th>
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| District / Division Chief Executive Officer   | • Endorse community engagement plan  
• Endorse community engagement evaluation report | • Community engagement plans endorsed  
• Evaluation reports endorsed.                                      |
| Senior Director, Integrated Communications Branch | • Lead community engagement policy implementation.  
• Contribute to status report for the Director-General on community engagement activities.  
• Lead review of policy and standard | • Director-General receives a timely status report on community engagement activities.  
• Policy and standard are reviewed.                                      |
| Director, Organisational Engagement,  
Integrated Communications Branch       | • Provide training and strategic advice on community engagement.  
• Monitor and maintain community engagement database  
• Maintain and expand the tools and learning materials available on QHEPS  
• Maintain community engagement templates.  
• Monitor completion of evaluation. | • Availability of community engagement training program.  
• Community engagement database report.  
• Resources on QHEPS updated to reflect new developments in consumer/community engagement.  
• Availability of community engagement templates.  
• Evaluation reports lodged with ICT. |
| Queensland Health employees               | • Determine if community engagement plan is required  
• Complete and register | • Registration of community engagement community engagement database. |
<table>
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<th>Position</th>
<th>Responsibility(ies)</th>
<th>Accountabilities/Audit Criteria</th>
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<td>community engagement plan after appropriate approval.</td>
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**Approving Officer:** Michael Reid, Director-General Queensland Health

**Approval Date:** 09/11/2010

**Implementation Date:** 09/11/2010