

### Worksheet

## 3.1 Checklist for stakeholder understanding

### Step 1: Identify stakeholders

- Have you considered who the stakeholders are? Have you identified the individuals and groups that will be affected by the outcomes of the planning process? Have you identified the individuals or groups that may be able to influence the outcomes of a planning process?

A stakeholder is someone who can affect the success of the planning project or who will be affected by the project.

Larger projects are likely to have a larger number of stakeholders involved. However, do not underestimate the number of people that could become interested or involved in smaller projects.

Your list of stakeholders should be as exhaustive as possible. This is the time to make sure that you understand the local and regional contexts of your project, the people who help to shape those contexts, and what planning issues interest them.

- Do you understand the demographic characteristics of your community, and any socio-economic indicators? Do you know whether the community understands planning issues? How have they responded to previous engagement processes?

For each stakeholder, it is important to understand how they might be affected, what their level of interest is likely to be, and what their level of interest should be (particularly where the planning outcomes may create long-term changes that are not easily understood impacts, e.g. changes in density in a residential area).

### Step 2: Analyse stakeholder influence and impact

Once you have identified the stakeholders, and captured information about their influence, interest and levels of understanding about planning issues, you can start to analyse this information.

- How much constructive or negative influence could a stakeholder have on the outcomes of the planning process? How much interest are they likely to have?

This step involves analysing each of your identified stakeholders against certain criteria. The two key criteria to analyse stakeholders against are:

- 1) extent to which they are interested (low to high)
- 2) ability to influence outcomes (low to high).

Once this analysis is complete, you will be able to create a prioritised list of stakeholders and an associated engagement strategy.

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#### Step 3: Prioritise stakeholders

- Have you completed your analysis of stakeholder interest and influence? If so, you can now prioritise your key stakeholder list.
- Does your stakeholder have a low level of interest and low level of influence? Then they may be a lower priority for your engagement strategy.
- Should the stakeholder be more interested than they are? If this is the case, consider treating them as if their interest is high, so that you can raise awareness and generate their interest.
- Does your stakeholder have a high level of interest and high influence? Then they will have a higher priority in your engagement strategy.