3.3 Stakeholder prioritisation table

Stakeholder name	Contact person	Impact (L, M, H)	Influence (L, M, H)	What is important to the stakeholder	How might the stakeholder contribute to the project?	How might the stakeholder oppose the project?	Strategy for engaging the stakeholder
What is the name of the stakeholder group or individual?	Who is the nominated contact person?	Will the impact of the project on the stakeholder be low, medium or high? Tools 2.2A, 2.2B, 2.4 and 2.6 will help you to understand the impact.	Will the potential influence of the stakeholder on the project's outcome be low, medium or high?	What is important to this stakeholder? What do they value? What do they comment on in the media? What are their submissions usually about?	How could the stakeholder contribute to the project, either constructively or negatively? Do they have resources that might be useful to you? Can they introduce you to other stakeholders?	What actions could the stakeholder take to oppose the project? What statements could they make to influence others to oppose the project?	What approach will you take to engage with this stakeholder? Are you informing, consulting, involving or collaborating with them? Or are you empowering them to make a decision? What techniques will you implement to engage with this stakeholder? Resource 2.1 will help you to determine the level of engagement that may be required.

3.3 Stakeholder prioritisation table

Worksheet

Stakeholder name	Contact person	Impact (L, M, H)	Influence (L, M, H)	What is important to the stakeholder	How might the stakeholder contribute to the project?	How might the stakeholder oppose the project?	Strategy for engaging the stakeholder
For example: Our Town's Koala Action Group	Mr John Smith	L	H	This group is very interested in protecting koalas and koala habitat. Their comments in the media typically relate to the impact that development has on koala habitat, and associated impact on the species. Any submissions they make generally focus on koalas but often mention broader aspects of environmental protection as well and the adverse effects of development.	This group has commissioned research about koalas in our local government area. They could be happy to share their data.	Highly motivated group with large membership. Members make submissions on planning projects and have been known to protest at sites where vegetation is being cleared. Mr John Smith is often quoted in print and online media and interviewed for radio and TV. His statements are often provocative.	For this project, we need to proactively involve this group, as they have knowledge to share that can help the strategic planning process. Techniques will include: meetings with Mr John Smith and a small number of members involve representatives in any workshops that focus on environmental management include a representative on the Community Reference Group established for the project.

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For example: Mrs Stephanie Jones		H	M	This local resident will be directly affected by the proposed increase in density in this neighbourhood. Mrs Jones has made statements in the past about the negative impacts of increased density on her amenity. Mrs Jones has made submissions in the past, and written letters to the editor.	There is an opportunity here to build Mrs Jones' understanding of planning concepts, particularly the trade-offs required if development in this area remains low density.	It is very likely that Mrs Jones will create an action group to oppose this project, if she does not feel that she has been listened to.	It is important that we consult with Mrs Jones as part of this engagement process. Techniques will include: • one-on-one interviews • direct invitations to community events • telephone contact.