



Stakeholder Engagement Framework

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NORTH WESTERN
MELBOURNE

An Australian Government Initiative

Stakeholder Engagement

Introduction

North Western Melbourne Primary Health Network (NWMPHN) operating as Melbourne Primary Care Network (MPCN) is committed to ensuring stakeholder engagement is imbedded in the culture and core functions of the organisation.

We recognise that strong and meaningful engagement with our stakeholders is critical to achieving our mission to strengthen primary health care and connect services across the system as a commissioning organisation. Collaboration with our stakeholders takes many forms and occurs in many different contexts and we value the expertise and knowledge our stakeholders contribute across this broad spectrum.

This document provides the overarching framework for stakeholder engagement, detailing the principles underpinning our approach, the model of engagement, our key stakeholder groups and roles and responsibilities.

Objectives

As a commissioning organisation, NWMPHN is responsible for achieving the following two objectives:

- Increase the efficiency and effectiveness of health services for patients, particularly those at risk of poor outcomes
- Improve coordination of care to ensure patients receive the right care in the right place at the right time.

These objectives can only be achieved through working collaboratively with the broad range of stakeholders in the region. Effective engagement delivers benefits for all participants and will ensure we capitalise on and build upon the collective efforts of stakeholders across the health system in order to improve health outcomes for our communities.

Scope

This framework applies to all stakeholder engagement activities undertaken by NWMPHN in both the commissioning of services and programs and the enabling activities that support integration and capacity building across the service system.



**A healthy
community,
a healthy
system**

Commissioning

Stakeholder engagement will occur throughout the commissioning cycle, incorporating all five of the stages:

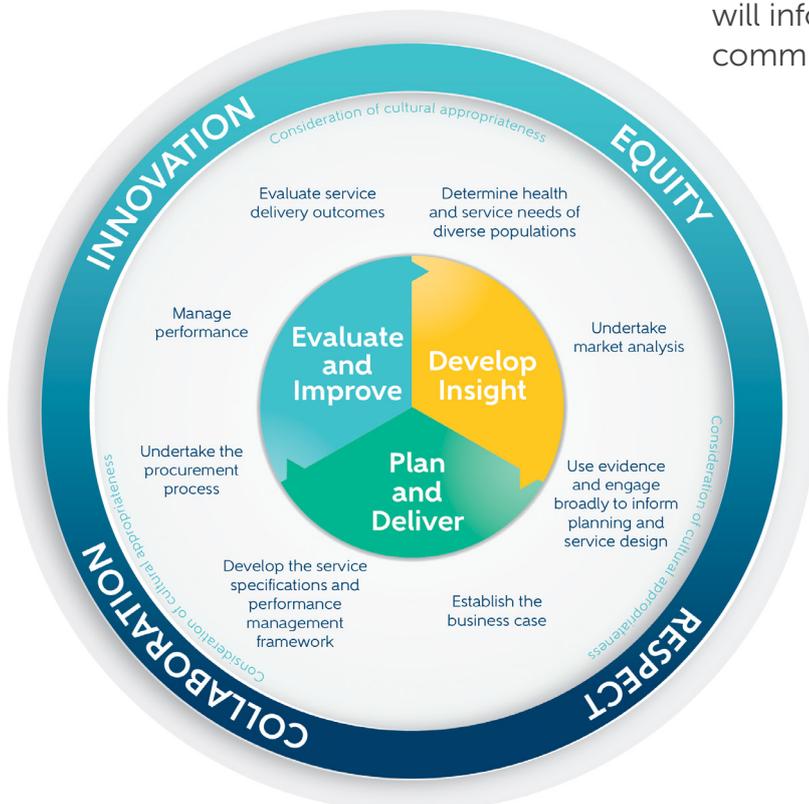
- Health Intelligence/ Understanding Needs
- Planning and Design
- Contract Management
- Procurement
- Evaluation and Review

These stages are represented in three segments in the NWMPHN Commissioning Framework; Develop Insight, Plan and Deliver and Evaluate and Improve.

NWMPHN has developed and adopted a set of principles to guide the approach to commissioning that is consistent with the overarching organisational vision. Two of these principles are specifically related to stakeholder engagement:

- Establish trusted relationships and robust partnership with broad groups of stakeholders.
- Undertake meaningful and multifaceted engagement with community, consumers, carers, advocates, providers, policy makers and others throughout the commissioning cycle.

NWMPHN will clearly identify and explain the role of key stakeholders in the commissioning process and will communicate how stakeholder input will inform the particular stage of the commissioning activity.



NWMPHN Commissioning Framework Diagram

Our principles

Principles

NWMPHN is committed to the following principles which guide our approach to all stakeholder engagement activities.

These principles have been adopted from the Australian Department of Health's Stakeholder Engagement Principles (*DoH Stakeholder Engagement Framework 2005*).

In addition to the below principles, NWMPHN has a strong commitment to ensuring the involvement and engagement of priority populations and that groups whose voices may be seldom heard are included in our processes. These priority populations include Aboriginal and Torres Strait Islander People, Culturally and Linguistically Diverse communities, including refugees and asylum seekers, and LGBTIQ communities.

Benefits of engagement

- Allows relevant parties to be part of the solution
- Enhances risk management practices
- Ensures initiatives are aligned to local need, resulting in better planned, targeted and informed commissioning activities
- Improved decision-making
- Greater transparency and therefore understanding of decision-making processes
- Improved collaboration and opportunities for partnership
- Opportunities to leverage existing community skills and expertise
- Increased capacity to innovate
- Greater community understanding of NWMPHN's role in primary health care and sector reform
- Formalised, open, consistent and transparent communication channels

PURPOSEFUL

We undertake every engagement activity with a clear understanding of what is to be achieved.

INCLUSIVE

We will identify all relevant stakeholders and ensure ease of engagement.

TIMELY

We involve stakeholders from the start and agree on when and how to engage.

RESPECTFUL

We acknowledge and respect the expertise, perspective, and needs of stakeholders.

TRANSPARENT

We are open and honest in our engagement, set clear expectations and share our learnings. We report back to participants at every stage and inform them about how their input was used.

Who are our stakeholders?



Community Participants

Consumers, patients, carers, people with lived experience, priority populations, community leaders



Healthcare Professionals

GPs, general practice staff, allied health providers, specialists, other healthcare providers



Government and Funding Bodies

Ministers/politicians, Commonwealth government Departments, state government departments, local councils, philanthropic organisations, corporate entities



Research, Evaluation and Policy

Academic institutions research organisations, consultancy firms, think tanks



Governance

Clinical councils, community advisory councils, expert advisory groups



Community Organisations and Networks

Non-government organisations, peak bodies, primary care partnerships, regional collaborations, corporate providers, advocacy groups



Corporate Stakeholders

Regulatory bodies, auditors, accreditation providers, external support providers, contractors and suppliers



Health and Residential Services

Public health services/ hospitals, private hospitals, community health services, ACCHOs, residential aged care facilities, rehabilitation facilities



Media

Print, online, radio

Stakeholder Engagement Approach – IAP2 model

NWMPHN’s engagement approach is underpinned by the International Association of Public Participation (IAP2) model. Best practice in public engagement is now influenced by the Spectrum of Public Participation developed by IAP2. This spectrum includes five levels of participation, Inform, Consult, Involve, Collaborate and Empower.

Increasing impact on the decision 

	INFORM	CONSULT	INVOLVE	COLLABORATE	EMPOWER
Public participation goal	To provide the public with balanced and objective information to assist them in understanding the problem, alternatives, opportunities and/or solutions.	To obtain public feedback on analysis, alternatives and/or decisions.	To work directly with the public throughout the process to ensure that public concerns and aspirations are consistently understood and considered.	To partner with the public in each aspect of the decision including the development of alternatives and the identification of the preferred solution	To place final decision making in the hands of the public.
Promise to the public	We will keep you informed.	We will keep you informed, listen to and acknowledge concerns and aspirations, and provide feedback on how public input influenced the decision.	We will work with you to ensure that your concerns and aspirations are directly reflected in the alternatives developed and provide feedback on how public input influenced the decision.	We will look to you for advice and innovation in formulating solutions and incorporate your advice and recommendations into the decisions to the maximum extent possible.	We will implement what you decide.

Commissioned Providers

It is important to note that many of the key stakeholders listed will also engage with NWMPHN as a commissioned provider of services and or system development activities. As such, there will be a contractual relationship overlay as we collectively engage in service system reform.

Review

This framework will be reviewed on an annual basis to ensure it remains contemporary and relevant to the commissioning activities undertaken by NWMPHN.

Supporting policies and documents

Current plans and resources for our stakeholders are listed below, and are supported by a suite of corporate policies.

STAKEHOLDER	PLANS and RESOURCES
 Community Participants	Community Participaton Plan, Community Participant Guide , Community Engagement Policy and Procedure, Code of Conduct for our Stakeholders, Recruitment, Orientation and Feedback Checklist (for staff)
 Healthcare Professionals	Primary Health Care Improvement 12-month Plan, Quality Improvement Guide and Tools, Primary Health Care Improvement Model Fact Sheet.
 Government and Funding Bodies	Clinical Governance Framework
 Research, Evaluation and Policy	Reconciliation Action Plan: Innovate 2018-2020 , Partnership Guide (for staff), Health Literacy Checklist
 Governance	Corporate Policies: Consent, Feedback and Complaints, Media, and Privacy

Relevant corporate policies and supporting documents include:

- Conflict of Interest
- Consent
- Feedback and Complaints
- Code of Conduct for our Stakeholders
- Media
- Language Services Policy
- Stakeholder Reimbursement Policy
- Privacy Policy
- Working with clients with low English proficiency
- Equity and Access Policy Confidentiality Agreement
- Position descriptions for community panel members

North Western Melbourne Primary Health Network (NWMPHN)

Website: www.nwmphn.org.au

Email enquiries: nwmphn@nwmphn.org.au

Telephone: (03) 9347 1188

Fax: (03) 9347 7433

Street address: Level 1, 369 Royal Parade,
Parkville, Victoria 3052

Postal address: PO Box 139,
Parkville, Victoria 3052

ABN 93 153 323 436

North Western Melbourne Primary Health Network acknowledges the peoples of the Kulin nation as the Traditional Owners of the land on which our work in the community takes place. We pay our respects to their Elders past and present.

We also recognise, respect and affirm the central role played in our work by people with lived experience, their families and/or carers.

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