



Stakeholder Engagement Framework

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NORTH WESTERN
MELBOURNE

An Australian Government Initiative

Acknowledgement

We acknowledge the people of the Kulin nations as the Traditional Custodians 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 carers.

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Stakeholder Engagement

Introduction

North Western Melbourne Primary Health Network (NWMPHN), operated by Melbourne Primary Care Network (MPCN), is committed to ensuring stakeholder engagement is embedded in the culture and core functions of the organisation.

The Macquarie Dictionary defines a stakeholder as 'someone who is affected by, [or] is concerned with, an issue or enterprise'.

We recognise that strong and meaningful engagement with stakeholders is critical to achieving our mission to assess the health care needs of the community and commission services to meet those needs, minimising gaps or duplication.

Collaboration with our stakeholders takes many forms, and we value the expertise and knowledge they contribute.

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



Objectives

In line with the Australian Government Department of Health and Aged Care (DoHAC) primary health network strategy, NWMPHN has three objectives:

- To coordinate and integrate local health care services in collaboration with Local Health Service Networks to improve quality of care, people's experience and efficient use of resources.
- To commission primary care and mental health services to address population health needs and gaps in service delivery and to improve access and equity.
- To capacity-build and provide practice support to primary care and mental health providers to support quality care delivery.

Our mission is to ensure patients receive the right care in the right place at the right time, particularly those at risk of poor outcomes. This can only be achieved through working collaboratively with the full range of stakeholders in the region.

Effective engagement delivers benefits for all participants and ensures we optimise the collective efforts of stakeholders across the health system to improve health outcomes for our communities.

Scope

This framework applies to all stakeholder engagement activities undertaken by NWMPHN in coordinating and commissioning services and programs. It enables activities that support integration and capacity-building across the service system.

Review

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

Our approach

Commissioning is at the heart of our approach to health system reform and underpins our work as a coordinator and capacity builder.

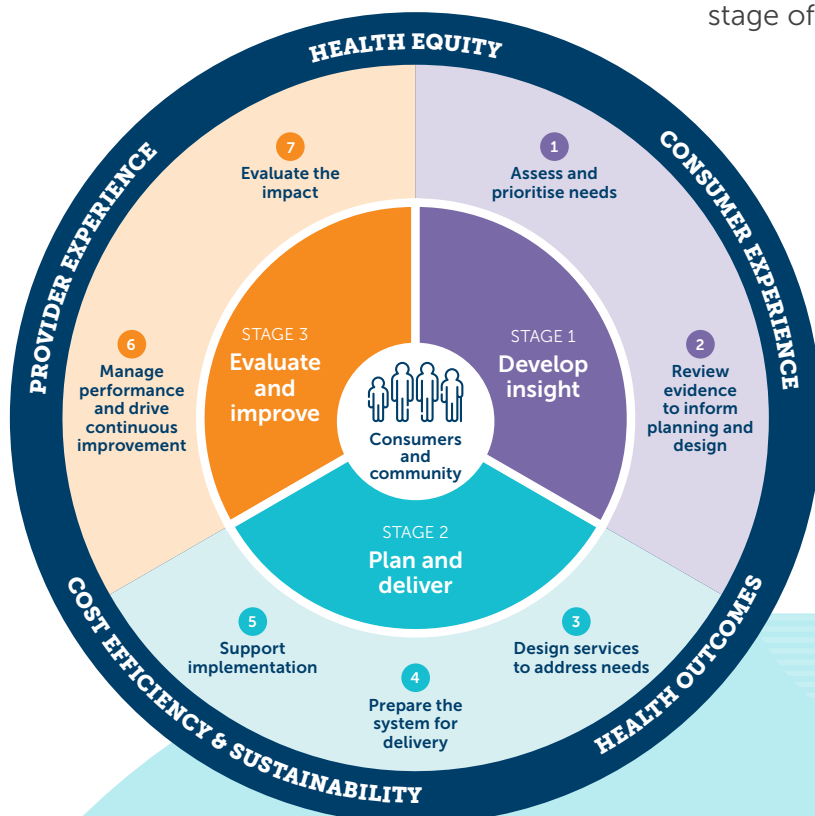
Stakeholder engagement is critical in this. It occurs throughout the process from initial to final stages. Broadly, these are:

- gathering health intelligence and understanding need
- project planning and design
- contract management
- procurement
- review and evaluation

The NWMPHN Commissioning Framework outlines a set of guiding principles that is consistent with the organisational vision, mission and goals. Our work must be:

- consumer-centred
- focused on health equity
- evidence-based
- formed through co-design and engagement
- strengths-based
- value for money
- framed through quality and safety
- minimal in environmental impact.

These commit us to clearly identifying and explaining the roles of stakeholders at each stage of the cycle.



NWMPHN Commissioning Framework Diagram

Our principles

Principles

NWMPHN is committed to the principles contained within the DoHAC Stakeholder Engagement Framework, published in 2018.

Our work recognises that in every community there are cohorts of people who face barriers to receiving the health care that they need.

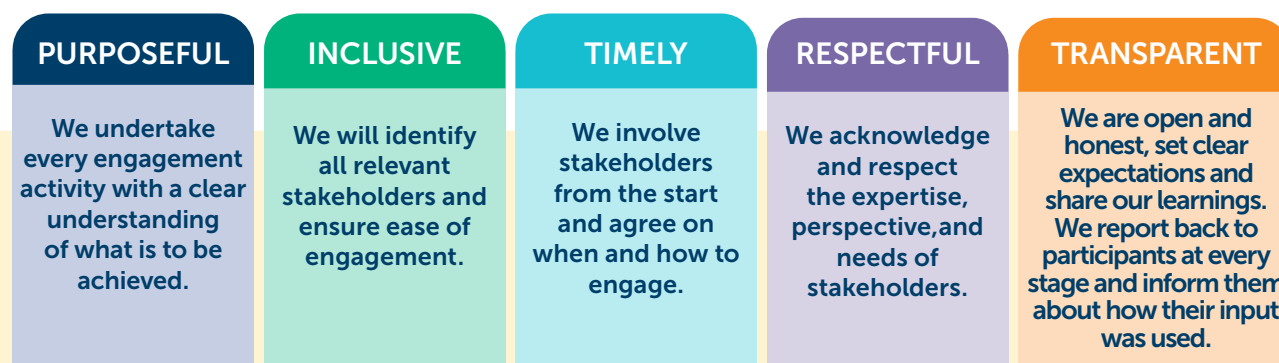
We recognise that these at-risk groups are adversely impacted by a range of factors, including impediments to access and equity in health care service delivery, generational trauma, intersectionality, the impacts of colonisation, and social determinants of health such as education, income, and housing.

We are committed to listening to the voices of our communities, and learning from their insights and lived experiences.

Benefits of engagement

Conscientious, direct and transparent engagement with stakeholders brings multiple benefits for all parties. These include:

- Allowing everyone to be part of the solution
- Enhancing risk management practices
- Ensuring initiatives are aligned to local need, resulting in better planned, targeted and informed commissioning activities
- Improving decision-making
- Creating better transparency and understanding of decision-making processes
- Improving collaboration and partnership
- Leveraging existing community skills and expertise
- Increasing capacity to innovate
- Building community understanding of NWMPHN's role in primary health care and sector reform
- Formalising open, consistent and transparent communication channels





Who are our stakeholders?

Community participants

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

Community organisations & networks

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

Employees

- All staff employed by NWMPHN

External providers

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

Health care professionals

- GPs, primary care nurses, practice managers and general practice staff, mental health, suicide prevention, alcohol and other drug workers, Aboriginal and Torres Strait Islander health workers, allied health providers, aged care workers, pharmacists, specialists, peer workers, other health care providers

Health and residential services

- Public health services, hospitals, community health services, Aboriginal community controlled health organisations, residential aged care homes, rehabilitation units

Governance

The Melbourne Primary Care Network Board of Directors, clinical councils, community advisory councils, expert advisory groups

Government and funding bodies

Parliamentarians, Commonwealth and State government departments, local councils, philanthropic organisations, corporate entities

Media

- Online, print, radio outlets

Research, evaluation and policy bodies

- Academic institutions, research organisations, consultancy firms, think tanks



NWMPHN Stakeholders

Stakeholder Engagement Approach – IAP2 model

NWMPHN’s engagement approach is underpinned by the International Association of Public Participation (IAP2) model. This embeds 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.



Supporting policies and documents

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

Community participants

- Community Participation Plan
- Community Participant Planning Guide
- Community Engagement Policy and Procedure
- Aboriginal Engagement Guide.

Health care professionals

- Clinical and Sector Participation Guide
- Quality Improvement Guide and Tools
- General Practice Engagement Manual

Government and funding bodies

- Governance Framework
- Clinical Governance Framework

Research, evaluation and policy bodies

- Monitoring, Evaluation, Research and Learning Framework and Action Plan
- Reconciliation Action Plan
- Access and Equity Framework and Action Plan

Governance

Corporate policies, consent, feedback and complaints, and privacy.

Employees

All corporate policies and procedures.

Relevant corporate policies and supporting documents include:

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



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