

<b>Purpose</b>	<b>To assess your community engagement processes against best-practice community engagement principles.</b>
<b>When?</b>	<ul style="list-style-type: none"><li>• Annually</li></ul>
<b>Resources</b>	To answer some of the questions you will need to draw on monitoring data of things such as: <ul style="list-style-type: none"><li>• online engagement data</li><li>• log of media articles</li></ul>
<b>Rating</b>	

## Guide to using the self-assessment tool

The self-assessment tool is designed to help you assess your organisation's community engagement processes against the principles of best-practice community engagement. The self-assessment tool was adapted from the *FRDC report - Determinates of socially-supported wild-catch fisheries and aquaculture in Australia*. The tool is designed for use at the operation-level (individual, business, sector, industry). The tool goes through a series of statements and asks you to tick whether you 'always', 'sometimes', 'not really', or 'don't know' whether you are achieving the statement. These ratings are based on a traffic light system that helps you to evaluate your current performance and prioritise actions for improving your engagement processes.

To use this tool, we suggest:

- Meet with other people in your organisation and rank your business or organisation against each of the statements.
- Draw on existing evidence to help you make your business or organisation's rating and provide a short statement explaining your rating.
- Once you have rated your business or organisation's processes against each statement, choose the most important criteria that you want to improve on and outline priority actions you will take to do so.
- Look back at your assessment results periodically and check-in on the priority actions that you nominated.
- Meet again 6 months later or annually, to re-assess your business or organisation against each statement. Compare your new results to your first self-assessment, set new priorities for improvement.

**Note:** With most self-assessment tools - when you're early in the process, people tend to 'over-rank' their performance (rank themselves higher than they are actually doing). Often this means that the next time you revisit your self-assessment, you might 'down-grade' yourself. Doing this is ok, it's an important part of the learning process.

## Self-assessment tool

Criteria: *Walking the talk – getting ready to engage*

Indicator statements	Always	Some-times	Not really	Don't know
We have identified common ground, and this forms a key part of our engagement				
We do what we say we will do (we keep our promises)				
We take responsibility for our mistakes				
We respond to stakeholder concerns positively				
When we are visible in our community (i.e. our operations and practices can be seen), it is viewed as positive				
We have evidence of sustainable practice (e.g. certification, scientific reports, third party endorsement)				
We have evidence of responsible practice (e.g. code of practice, charters, voluntary measures).				
We live in and/or are active in the community (e.g. involved in Rotary, community clubs, community project, running local festivals)				
We employ local people				
We sell our seafood locally and our products are differentiated				

**How do we rate our overall performance against walking the talk?**

Great	
Ok	
Needs improvement	

**Why did we give this rating? What evidence do we have?**

Eg: We have committed to a voluntary code of practice. We sell X% of our products locally. A recent example of us taking responsibility for our mistakes was.... We have worked with Y group to positively address their concerns about our industry.

**How can we continue our good work? How can we improve in areas that need improvement?**

**Criteria: Communicating balanced messages about the industry**

Indicator statements	Always	Some-times	Not really	Don't know
We are proactive rather than reactive in our communications				
We have a clear and consistent message about our operation and practices				
We use several engagement channels				
We communicate with a range of audiences				
We hold regular community meetings				
We listen to our stakeholders by means of two-way open conversations				
We have a clear and consistent positive message about our operation and practices				
We frame our operations and practices in terms of what is important to people (e.g. family, health, community well-being)				
We communicate about how we are managed and regulated (including the sustainability of our practices)				
We communicate the evidence that we are generating benefits (to the environment, to society, stakeholder groups or individuals)				

**How do we rate our overall performance against effective communication?**

Great	
Ok	
Needs improvement	

**Why did we give this rating? What evidence do we have?**

Eg: We often engage with the press, we are using multiple online channels to communicate with audiences. We have a clear stakeholder engagement plan which we are implementing. We are regularly engaging online about our work. We are participating in community events.

**How can we continue our good work? How can we improve in areas that need improvement?**

**Criteria: Building relationships**

Indicator statements	Always	Some-times	Not really	Don't know
We know who our stakeholder groups are				
We work with stakeholder groups on common issues and projects				
We emphasise the human aspect (the people and what they do and care about) of our operation and practices				
We are working towards collaboration with stakeholders (eg: beyond simple information provision and attendance at compulsory meetings)				
We have external champions for our operation that are linked to different stakeholder groups				
We have alliances in place to build a campaign when needed				
We have strong alliances and a network of engaged supporters who will actively advocate for us				

**How do we rate our overall performance against building relationships?**

Great	
Ok	
Needs improvement	

**Why did we give this rating? What evidence do we have?**

Eg: We have undertaken a stakeholder analysis. We are co-delivering projects with other stakeholders. We have an engagement plan. We have strong external champions that support our operation. We have a strong online following.

**How can we continue our good work? How can we improve in areas that need improvement?**

**Criteria: Resourcing ourselves for success**

Indicator statements	Always	Some-times	Not really	Don't know
We have the financial resources available to address the determinates of societal support				
We have an agreed Community Engagement Plan/Strategy that we update regularly (at least annual updates)				
We have the skills and capabilities available to address the determinates of societal support				
We have the networks in place to build social acceptance and a social license to operate				

**How do we rate our overall performance against resourcing ourselves for success?**

Great	
Ok	
Needs improvement	

**Why did we give this rating? What evidence do we have?**

Eg: We have a clear budget for community engagement including online engagement. Our staff have undertaken professional development to better engage with the community. We have developed a community engagement strategy. We have the relationships we need with key influencers.

**How can we continue our good work? How can we improve in areas that need improvement?**

**Criteria: Coordinating across industry**

Indicator statements	Always	Some-times	Not really	Don't know
We have mechanisms in place to address inter-industry conflict				
We do not let inter-industry conflict play out in the public arena				
We stand together with a united voice				
We put competition aside and work together for the benefit of the whole operation/sector/industry				

**How do we rate our overall performance against coordinating across industry?**

Great	
Ok	
Needs improvement	

**Why did we give this rating? What evidence do we have?**

Eg: We are part of a broader industry association. We attend industry meetings and conferences. We talk to other operations regularly about how we are engaging with community.

**How can we continue our good work? How can we improve in areas that need improvement?**