



Communications and Community Engagement Deliberative Processes

FinPro

Max Hardy
October, 2016



IAP2 Definition of Public Participation



Any process that involves the public in problem solving or decision-making and uses public input to make better decisions



Other definitions

- ... people working collaboratively, through inspired action and learning, to create and realise bold visions for their common future.

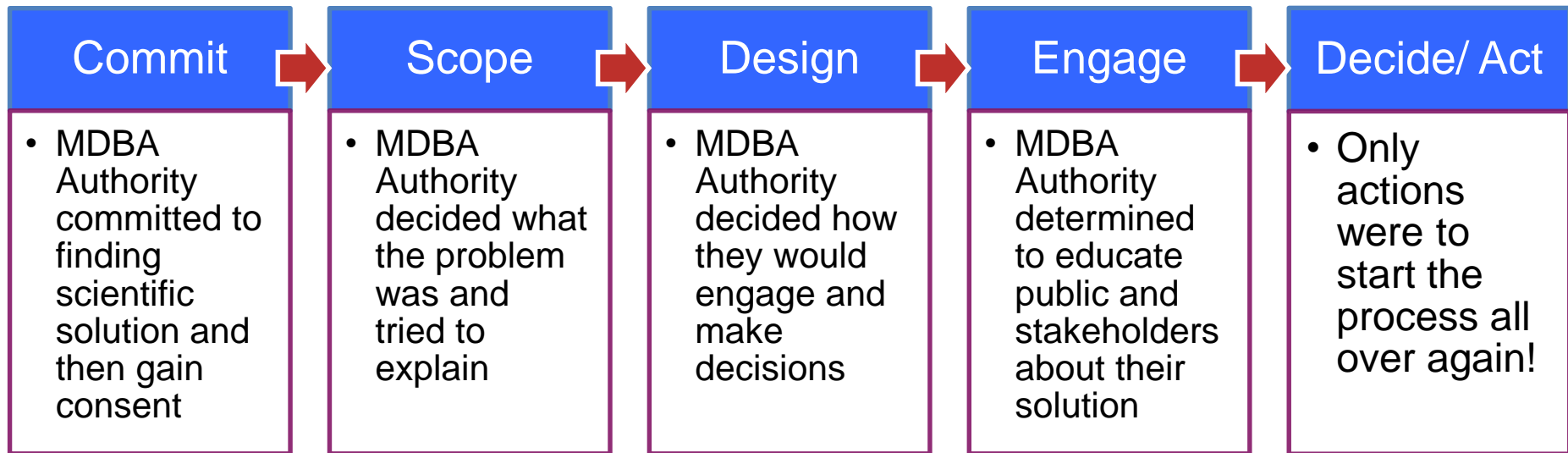
(Tamarack, 2003)



Murray Darling Basin

Discover Murray
RiverMurray.com





An example of a decision (plan) that was **not** a solution!



Organisational assumptions

The community:

- *cannot grasp complex issues*
- *is easily influenced by the media*
- *views are shaped by narrow concerns*
- *doesn't appreciate the constraints of the process*
- *or, is mostly apathetic*

and therefore ...

it is futile and hazardous
to involve the community

Community assumptions

The organisation:

- *has ignored us in the past*
- *has already made up their mind what they want to do*
- *will not be influenced by the views of the community*
- *are selectively deaf and unscrupulous*
- *or, has better knowledge on which to base decisions*

and therefore ...

our efforts are a waste of our
valuable time

Why the growing interest in deliberative processes?

Bored/dissatisfied
with conventional
processes

We need some 'light',
not just 'heat'

FOMO

These issues need
a deep dive!

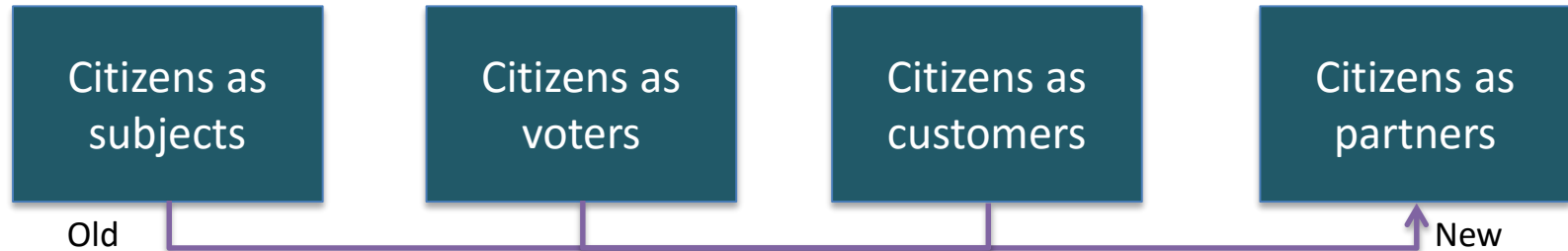
We need to hear what
the cross-section of
the broader
community thinks, not
just those who are
really unhappy

Positive stories from
participants/jurors

An Evolutionary Continuum

Adapted from
Eran Vigoda-Gadot

Role of Citizens



Role of Governance and Public Administration



Type of interaction





Ned Crosby

**Founder of the
Jefferson Center**

Citizens' Jury – classic model

- 12-24 randomly selected against stratified criteria
- Usually 3-5 consecutive days in duration
- Overseen by stakeholder steering committee, who choose witnesses to give evidence
- Commitment by decision-makers to seriously consider and publicly respond to recommendations.
- Consensus 'verdict' expected though majority reports still useful



Variables

- Size of the jury/deliberative panel _____ (*now up to 350*)
- Times/duration of process _____ (*consecutive vs spread out*)
- How it is termed _____ (*community panel, CJ, delib panel*)
- Composition _____ (*random, invited, hyper-engaged, blend*)
- Level of influence _____ (*consult through to empower*)
- Incentives _____ (*vouchers through to \$250 per day*)
- Remits _____ (*narrow versus broad*)
- Codesign vs choosing between options
- Role of stakeholders _____ (*oversight, witnesses, observers*)
- Governance arrangements

Risks with deliberative processes

- Stakeholders can feel marginalised
- Sponsoring organisations may see as a way to disempower those with different points of view.
- Broader community can feel left out, and be left out.
- Stakeholders will not go on the same journey as jurors, and may well still be polarised
- Stakeholders may choose not to participate and lobby decision-makers directly
- Bright, newish shiny thing used inappropriately



Benefits of citizens' juries



- Potential for the really deep dive
- Transformative for jurors
- Jurors can advocate for process and outcome
- Those with strong interests are required to pitch to citizens (rather than claiming to speak on their behalf when lobbying)
- Clearer accountability with process outputs and ultimate decisions made
- They can be the convergence of a broader community engagement process

Imperatives for citizens' juries

Ensuring it's ethical

1. Commitment of decision-makers
2. Jurors independently recruited
3. Evidence not 'stacked'
4. Independent facilitation

Ensuring it's do-able

1. Process is sufficiently funded
2. Remit is scoped well
3. Sessions structured to assist jurors to address remit
4. Sufficient time for jurors to process information and deliberate
5. Sufficient time for jurors to prepare report

Ensuring it's influential

1. Jurors will stand behind report
2. Decision-makers are impressed by the jurors and process; and respond publicly
3. Stakeholders believe it was run well regardless of recommendations



“When I came into this process all I could see was a two-dimensional circle. Now I can see a three-dimensional object and I can’t go back.”



“It’s such an honour to contribute to this process. And it’s great for a change that, unlike my shawl, I’ll be able to see the shades of grey”.



City of Melbourne – Participatory Budgeting



NDIS Citizens' Jury



Premier Jay Weatherill's Citizen Jury includes Opposition adviser

BRAD CROUCH THE ADVERTISER JUNE 26, 2013 3:22PM

SHARE



SAVE THIS STORY

Ads By Google

[EnergyAustralia](#) Moving House? Get an Instant Quote energyaustralia.com.au/deals



Premier Jay Weatherill.

PREMIER Jay Weatherill's Citizen Jury - to advise him on how to give the city a more vibrant and safe night-life - will include at least one juror advocating against State Government policies.

Opposition Leader Steven Marshall's communications director Daniel Gannon is one of 43 jurors chosen from 20,000 people randomly selected to apply.

NEWS

WANT ALL THE NEWS THAT MATTERS TO YOU?

• SUBSCRIBE & YOU WILL •

Victorians unite to battle obesity crisis with citizens' jury

GRANT MCARTHUR NEWS CORP AUSTRALIA NETWORK
SEPTEMBER 18, 2015 2:07PM

SHARE



19 COMMENTS



SAVE THIS STORY

Ads By Google

[New Relic: Official Site](#) Real-Time Application Monitoring. It's Easy. It's Fast. It's Free! www.newrelic.com



Maeve Hutchinson is a member of the upcoming citizens' jury.

MAEVE Hutchinson is one of 100 Victorians trying to plot a path through the state's obesity epidemic as a member of a citizens' jury.

Resident Feedback Register/ People's Panel

- Resident Feedback Register consists of recruiting about 100 citizens randomly, gaining their agreement to participate, and to survey them up to 6 times per year.
- Before each survey material is sent about the particular issue, inviting participants to think it over and discuss with family/friends/neighbours.
- People's Panels differ in that anyone can sign up to it, and they can pick and choose which issues they want to provide input or feedback on.

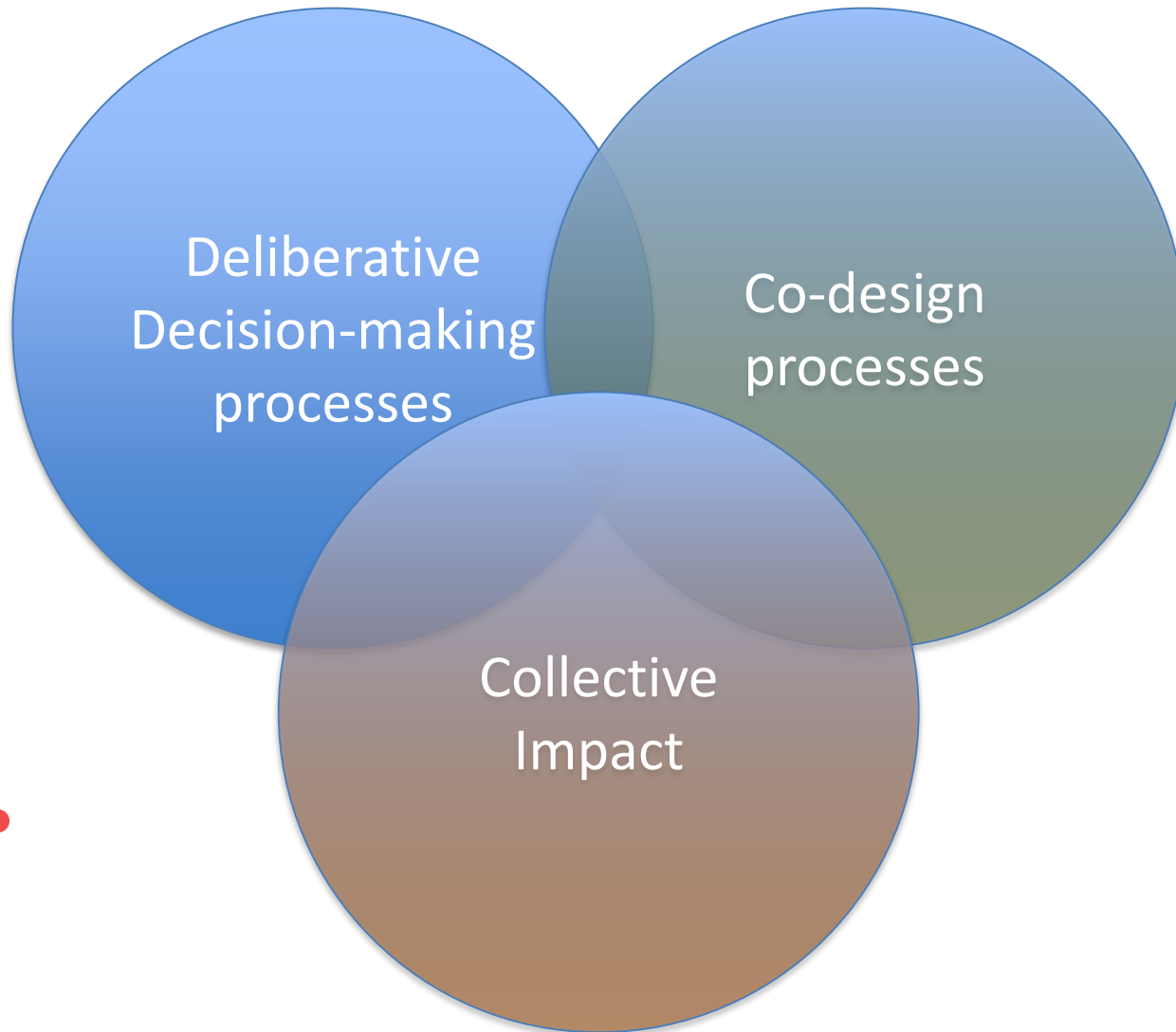


Ways to do it more cheaply

- Using networks to recruit participants
- Invite EOI and randomly select from there
- Select a more specific issue (therefore less time needed)
- Use local 'experts' who care about the issue (so you don't need to pay experts from afar)
- Provide vouchers instead of paying people



Emerging trends



Contact details

max@maxhardy.com.au

0418 217 261

www.maxhardy.com.au

