

# Community Engagement Projects

Module 6

Building Trust for  
Positive Outcomes

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If a person takes no thought about what is distant, sorrow will be found near at hand. Those who will not worry about what is distant will soon find something worse than worry.

Confucius

# Importance of Community Engagement

- Passion & Ideas
- Public opinion making or breaking plans
- New organisation structures – external stakeholders
- The grapevine
- Embracing activism
- Improving working & living environments
- Better long term outcomes

# Advantages

- Building Trust
  - Therefore creating relationships
- Long term value
  - Retention of employees
  - Engagement and support of communities
  - Therefore creating relationships
- Fairness, transparency and openness
  - Helps communication
  - Therefore creating relationships

# Losing control

- Community engagement always results in loss of control
  - Community participation
  - Community management
  - Independent evaluation
- Community engagement requires commitment throughout the corporation
  - Education
  - Senior management

# Indicators of relationships

- Trust
- Openness
- Involvement
- Investment
- Commitment

Ledingham & Bruning, ch9 Public Relations as  
Relationship Management

# Relationships

- Professional
- Personal
- Community

# The Key



**Start with the problem,  
not the solution**

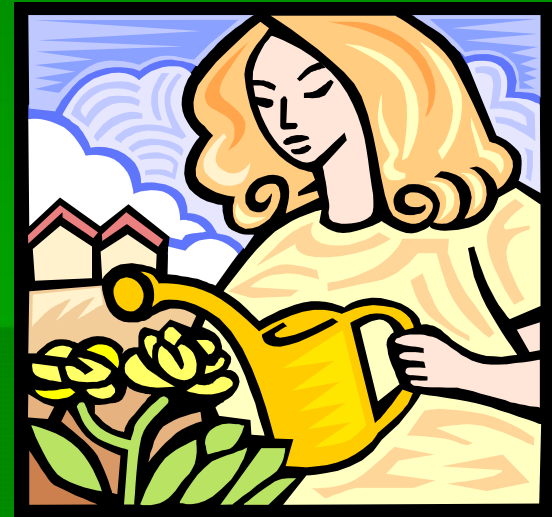


# Tips

- Work incredibly hard on trust
- Know your communities – research
- Know the issues – PEEST
- Treat as vital stakeholders
- Get the heavies involved
- Don't expect unrealistic achievements, such as everybody now loves you and agrees to anything you say

# Stewardship

- Turning Community Engagement projects and plans into long-term relationships
  - Reciprocity
  - Responsibility
  - Reporting
  - Relationship nurturing
    - Source: Prof. Kathleen Kelly



# Reciprocity

- “Those whom you have helped have an obligation to help you.” (Alvin Gouldner)
- Show some gratitude
  - Acts of appreciation
  - Acts of recognition
- Say thank you
- Invite to launches
- Exchange partners

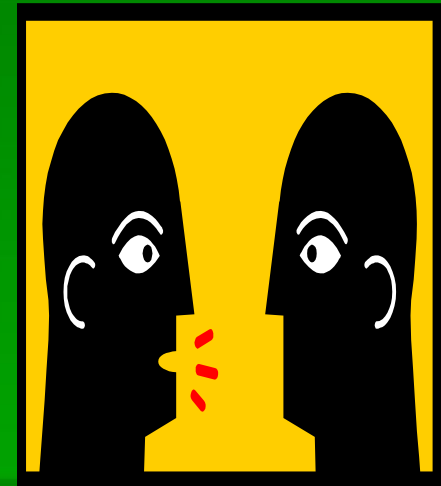


# Responsibility

- Act in a socially responsible manner towards the publics that have supported us
  - Keep your word
  - Two-way communication or multi-faceted relationships
  - Interdependence of organisations, people, communities and other organisations

# Reporting

- What happened to the problem/opportunity you were trying to change?
- Accountability reinforces public confidence in the integrity and effectiveness of our performance



# Relationship Nurturing

- Let people know on a regular basis
  - You care
  - You respect their support
  - Appreciate their contributions
  - Want their interest and involvement
- Keep in contact, and not always asking them for something!



# Anita Roddick

My vision, my hope, is simply this: that many business leaders will come to see a primary role of business as incubators of the human spirit, rather than factories for the production of more goods and services

Founder The Body Shop, *Business as Unusual*, 2000