# Meet Your Co-Hosts

## Andrew and Don

**Andrew Coulson**

**Social Pinpoint**

Head of Practice &
Strategic Relationships

**Don Sharples**

**Social Pinpoint**

Global Head of
Enablement

socialpinpoint

# Housekeeping

- **Event Timing:** The webinar is scheduled for 30 minutes.

- **Technical Support:** If you encounter any issues during the live event, please contact us at **events@socialpinpoint.com**.

- **Recording & Slides:** You'll receive an email with the on-demand recording and slides in the next few days.

- **Questions:** Please leave any questions in chat.

socialpinpoint

# Rethinking Registration

- **Overview:** Collecting participant details before engagement is increasingly being used to ensure input comes from those directly impacted by decisions and projects.

- **Purpose:**

  - Ensures input comes from relevant stakeholders or directly affected individuals.

  - Reduces duplicate, fraudulent, or low-quality submissions.

  - Improves data integrity and trust in engagement outcomes.

- **Key Drivers:**

  - Local Government Act, Community Engagement Policy, and the Gender Equity Act.

  - Growing demand for accountability and transparency in engagement processes.

- **Trend:** Registration is shifting from optional to standard practice, supporting councils in gathering meaningful, representative input.

socialpinpoint

# Budget Engagement

- **Overview:** Councils are increasingly moving beyond traditional surveys to involve communities in co-deciding budget priorities and project funding.

- **Purpose:**

  - Empower communities to directly influence funding decisions.

  - Increase transparency and accountability in resource allocation.

  - Enhance engagement outcomes by fostering meaningful participation.

- **Key Drivers:**

  - Residents demand clarity on how funding decisions are made.

  - Local government frameworks increasingly support community involvement in financial planning.

- **Trend:** Participatory budgeting is moving from novelty to a core tool in councils' engagement strategies, making community input actionable and measurable.

socialpinpoint

# Neurodivergent-Inclusive Design

- **Overview:** Engagement is being redesigned for neurodiverse participants.

- **Purpose:**

  - Reduces barriers caused by complex language, visual overload, and unclear instructions.

  - Expands participation to previously underrepresented groups.

  - Improves the quality, representativeness, and trustworthiness of engagement data.

- **Key Practices:**

  - Multiple participation methods: written, visual, spoken, asynchronous.

  - Intuitive, consistent navigation and subtle visual cues to guide users.

  - Testing with neurodiverse users to refine UX and content clarity.

- **Trend:** Inclusive design is becoming standard practice, shifting accessibility from a "compliance" checkbox to a core engagement principle.

socialpinpoint

# Continuous Engagement

- **Overview:** Shifts from one-off projects to ongoing engagement.

- **Purpose:**

  - Maintains trust and long-term relationships with communities.

  - Ensures insights are captured, preserved, and applied across projects.

  - Enables data-driven decisions and avoids reinventing engagement each project.

- **Key Practices:**

  - Connect engagement platforms to dashboards and analytics for a single view of community insights.

  - Share insights and lessons across projects to improve decisions and reduce duplication.

  - Collect and act on community feedback regularly, not just per project.

- **Trend:** Continuous engagement is the new baseline; engagement is now treated as a living system rather than a one-off activity.

**socialpinpoint**

Poll

# Questions