

# Port Phillip Bay Coastal Hazard Assessment

Communication Reference Pack Tool #4: Community workshops



An online or in-person event with opportunity for deeper, targeted discussions with the community

Community workshops are an opportunity to focus engagement around a particular topic, have more in-depth conversations with community members and gather meaningful feedback. They can be held online or in-person, with people generally registering to attend for the entire session, rather than briefly dropping in.

- Community workshops can be undertaken at various stages of the project to identify or confirm values, issues and opportunities; to understand current knowledge gaps and develop community capacity; and to have informed discussions on adaptation options.

IAP2 participation goals: Inform



Consult



Involve  
(potential)



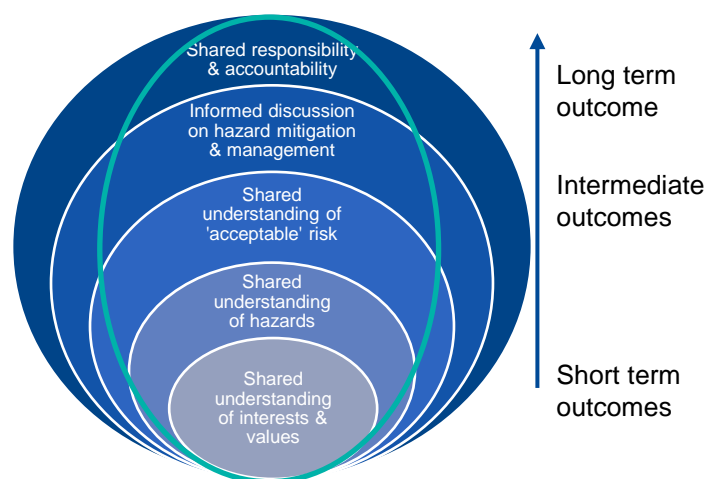
## Purpose

Community workshops serve a number of purposes, including:

- Seeking community input/data on more complex topics/issues or a focussed issue.
- To test project messaging with a subset of the community.
- Identify opportunities for collaboration.
- Providing advice back to the project team on project scope, prioritisation and approach to engagement with the broader community.

## Desired outcomes

There are different outcomes for different stages of projects, starting with developing a shared understand of values and knowledge, through to fostering shared responsibility and accountability.



Engagement outcomes

Key outcomes for community workshops are:

- Shared understanding and appreciation for competing demands and complexities in coastal management.
- Participants feel that their views have been heard and their values incorporated into decision-making.
- Increased technical understanding of coastal hazards and risk to inform discussion on adaptation.
- Fostered sense of shared responsibility and excitement for participants to communicate messages to the broader community.



## Key technical messages

More technical information can be explored at community workshops than at broader community pop-up events. Technical messaging will change at various stages of the project, but may include:

- Coasts are dynamic and ever-changing; this change only becomes a hazard when it impacts on our values and assets.
- Hazard magnitude, frequency and impact may potentially increase due to climate change.
- Understanding what is important and meaningful to the community, helps us understand where coastal hazards may impact on these values and how we can adapt to this change.
- Increasing our understanding of coastal hazards and risk allows us to better-prepare and strategically plan adaptation proactively, rather than reactively.
- We all have a role to play in building resilience and adapting to climate change.
- Workshops could include presentation of technical information, demonstration of Decision Support Systems or involvement of subject matter experts to present or answer questions.



## Audience

Most suitable for	Less suitable for
Public stakeholders	Delivery Partners
Residents, foreshore users and community interest groups	Other authorities
Traditional Owners	Peak bodies

## Process

1. Map out engagement plan and desired outcomes, highlighting where community workshops may be an appropriate tool, and the key outcomes for each stage.
2. Identify locations or specific groups that may require the higher level of participation that community workshops provide.
3. Recruit/invite workshop attendees, aiming to have a diverse range of participants, or tailored to a specific topic/group (e.g. youth).
4. Develop detailed workshop plan including desired outcomes, agreed purpose/scope, proposed activities, facilitator notes and logistics, including staffing, materials, location/venue hire, catering and other resources.
5. Provide agenda and any pre-reading materials to attendees ahead of the workshop.
6. Undertake workshop and document outcomes through various activities, take photos of any sticky notes/posters/maps/other written content to ensure it is captured.
7. Analyse outcomes from workshop and send follow up to attendees, including next steps to close the loop or continue the conversation.

## Tips and tricks

Tips and tricks to maximise outcomes from community workshops include:

- Be clear on communicating the purpose and scope of the workshop, keep a 'parking lot' of questions/comments outside scope to address later.
- Employ strong facilitators with expertise in running workshops, with support staff to assist with scribing, set-up, etc.
- Have a mix of participatory exercises which may include timelines, mapping, and other workshop activities together with capacity building presentations to keep people engaged.
- Provide pre-reading or pre-workshop information session to ensure common knowledge and level of understanding.

- Consider location and livestreaming options to make the workshop accessible.
- Workshop could be paired with a site visit or coastal walk to help foster relationships and breaking the ice.



Ensure your messages are appropriate for the desired outcome and audience.

Use your organisation’s engagement plan/principles and local context to tailor messaging.

Seek input from delivery partners to ensure messaging is consistent, coordinated, and up to date.

## Accessibility

Options to increase accessibility include:

- A central location, close to public transport or local to target groups/community.
- Translators or translated information if targeting cultural and linguistically diverse communities.
- Livestreaming or online workshops for remote or widely distributed communities, including tools such as MURAL™, JamBoard™ or other virtual platforms.
- Can be adapted to become a yarning circle for Traditional Owner audiences.

## Potential risks

Risk	Mitigation
Only attract interested stakeholders, or narrow range of views.	Personally reach out to multiple groups and community organisations. Plan invitees to encourage diversity and inclusivity. Schedule workshops at appropriate time.
Community has high expectations of being able to influence decision making.	Clearly communicate scope (including negotiables and non-negotiables) in invitation, pre-reading and opening of the workshop. Feedback to the community through “what we heard” document.
Workshop hijacked by ‘loud voices’ or those with own agenda.	Involve independent and specialist facilitation staff, create ‘parking lot’ for issues that arise outside of scope and address at a later date.

## Strengths and weaknesses

Strengths	Weaknesses
Opportunity to develop relationships and build trust through in person engagement.	Time and resource intensive, including planning and delivery.
Gather more in-depth feedback about particular aspects, compared to broader survey data.	

Indicative cost:	Medium	\$\$
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## Tools, materials and resources

The tools, materials and resources required to run community workshops include:

- Venue hire and catering.
- Materials for engagement activities including timelines, workshop outlines/templates, maps and other resources, either printed or virtual.
- Audio-visual equipment
- In-person workshop equipment, i.e. chairs, tables, sticky notes, pens, paper, etc.
- Staff, including facilitator, support staff, scribe and staff to set up/break down in-person workshop set up.

Difficulty level:	/	Easy to Moderate
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## Alternative for online delivery

- Move workshop activities to an online format using MURAL™, or Google Jamboard™ allowing participants to virtually add their ideas from their own computer.
- Utilise pre-reading or activities for participants to complete in their own time prior to a workshop discussion.
- Utilise breakout rooms within Zoom™ or Teams™ meetings.



## Evaluation

Success can be evaluated through:

- Post-event surveys, informal feedback, comments on 'what we heard' document.
- Relationship building and re-engagement in future.
- Attendance.
- Summary of how workshop outcomes influenced decisions.
- Qualitative observations – do people appear engaged, does understanding of hazards appear to have increased, do people appear more enthusiastic about coastal management?



### Examples and references

- Other activities undertaken at community workshops may include the wave tank (see Tool #1) and coastal timelines (see Tool #2)

We acknowledge Victorian Traditional Owners and their Elders past and present as the original custodians of Victoria's land and waters and commit to genuinely partnering with them and Victoria's Aboriginal community to progress their aspirations.



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