

# Stakeholder Engagement and Communication Training Strategy

## Procurement Training Solutions

Building capability in procurement



## Context

The Public Service has evolved over the past 20 years into a dynamic workforce environment. Roles such as projects, programs, procurement which used to be defined roles, are now part of any officials every day duties.

Within a decentralised procurement framework, this means procurement may be undertaken by officials with limited expertise. Furthermore, an official may be responsible for understanding procurement at any given time. This makes stakeholder engagement challenging as stakeholder groups are hard to isolate.

## Objective

Identifying different target audience is key to ensuring any communication meets the need.

The objective of the Communication Strategy is:

- a) To improve the Department's knowledge base to ensure procurement outcomes are achieved in an effective and efficient manner.
- b) To ensure processes and policies are communicated to officials undertaking procurement activities. To ensure officials who receive this information act in accordance with the Commonwealth Framework.
- c) To develop stakeholder relations between officials undertaking procurement. To seek feedback on ways to improve the Department's processes.

The following provides drivers to achieving high quality outcomes in the service provided in procurement.



## Target Audience

Target Audience	Requirements
<b>New Employees/ Contractors</b>	Will require basic information on procurement within the organisation and may require information on the Commonwealth Procurement Framework (e.g. PGPA Act and Rules, CPRs, RMGs).
<b>Officials undertaking routine (low to medium value) procurement or grants</b>	Will require information specific to routine procurement undertaking within the organisation, including the process and documentation.
<b>Officials regularly undertaking procurement (low to high value/risk) or grants</b>	Will require fundamental information on a range of procurement outputs within the organisation and understanding of Commonwealth Procurement Framework (in order to apply learning at a higher level).
<b>Manager/ Divisional Finance Managers</b>	Will require fundamental information on a range of procurement outputs within the organisation and understanding of Commonwealth Procurement Framework (in order to apply learning at a higher level).
<b>Delegates</b>	Will require fundamental information on a range of procurement outputs within the organisation and understanding of Commonwealth Procurement Framework (in order to apply learning at a higher level).

## Stakeholder Engagement

Tactic	Target Audience	Frequency	Information level
Training			
Procurement Overview Training	New Employees/ Officials undertaking routine procurement/ DFMs / Manager	Monthly	Basic understanding of procurement
Procurement Workshop	Officials undertaking routine procurement/ Officials Undertaking Regular procurement	Monthly	Detailed procurement themes
Contracts Workshop	Officials undertaking routine procurement/ Officials Undertaking Regular procurement	Monthly	Detailed contract management themes
Delegate Training	Delegate/ DFMs / Manager	Annually	Detailed procurement themes
Probity Presentation	Officials undertaking a formal tender assessment	As appropriate	Detailed procurement themes
Adhoc (custom training)	New Employees/ Officials undertaking routine procurement/ Officials Undertaking Regular procurement /Delegate/ DFMs / Manager	As appropriate	Various
Panels	Officials undertaking routine procurement / Officials Undertaking Regular procurement	As appropriate	Detailed procurement themes
Risk	Officials undertaking routine procurement/ Officials Undertaking Regular procurement	As appropriate	Detailed procurement themes
Supporting Guidance			
Procurement Overview	New Employees/ Officials undertaking routine procurement/ Officials Undertaking Regular procurement /Delegate/ DFMs / Manager	To be introduced in conjunction with the corresponding training	Basic understanding of procurement
Procurement Checklists	New Employees/ Officials undertaking routine procurement/ Officials Undertaking Regular procurement /Delegate/ DFMs / Manager	To be introduced in conjunction with the corresponding training	Detailed procurement themes
Using Panels Guidance	Officials undertaking routine procurement / Officials Undertaking regular procurement	To be introduced in conjunction with the corresponding training	Detailed procurement themes
Delegates Quick Reference Card	Delegate	To be introduced in conjunction with the corresponding training	Detailed procurement themes

## Evaluation

It is critical that we identify ways to obtain information in order to measure the effectiveness of the communication against the Communication Strategy objectives.

### **Feedback Sheet**

A feedback sheet offers participants the opportunity to provide feedback on both the information communicated as well as how it was communicated. The Feedback Sheet includes:

- ▶ A short description of the objectives of course and the feedback sheet;
- ▶ Comments field on the policy/process, including feedback on ways to improve;
- ▶ Rating against the effectiveness of the policy/process;
- ▶ Comments field on the information received, including whether the information was adequately communicated and is effective information for their requirements;
- ▶ Ratings against the training.

### **Customer Service Feedback Survey**

Additional to the Feedback Sheet (outlined above), a Customer Service Feedback Survey will be developed for key procurement services (e.g. Probity Advice) which will evaluate the users experience against individual deliverables.

