



CONSUMER AND COMMUNITY ENGAGEMENT POLICY

Policy Area	All staff, Fellows, Trainees
Responsible Officer:	Chief Executive Officer
Approval Authority	The Board of Directors
Version	1.1
Approval Date	30 July 2016, updated 17 Jan 2018
Revision Frequency	Two-yearly

1.0 Purpose

Engagement with consumers and the community is identified as an integral strategic priority in ACD's Strategic Engagement Framework.

Engagement involves a range of activities that allows consumers and the community to be informed of ACD activities, to be involved in improving services and to provide input on relevant issues.

Effective consumer and community engagement:

- Supports the achievement of ACD's Mission to achieve first class dermatological care and skin health for the community
- Accepts that while outcomes of engagement may challenge current College practices, it provides the opportunity for reflective learning and appropriate adaptations
- Allows for insight into patient and community experiences and unmet needs which cannot be obtained solely through internal dialogue and to which ACD should form a view/response
- Creates potential for collaborative approaches to improve ACD services
- Helps to identify the most effective and efficient communication channels and modalities, improving chances of successful community engagement
- Enhances College visibility and authority within the community
- Creates advocacy and a community voice for College
- Incorporates the diversity and dynamics of consumers and the community and may assist in managing potentially conflicting interests between community groups
- Leads to real outcomes for patients and the community, such as improved services, access to care or policy development
- Improves transparency, accountability and adherence to compliance requirements
- Provides confidence to ACD Board of Directors, members and regulatory bodies that community expectations and health service needs are considered and addressed.

The purpose of this policy is to:

- a. Define responsibilities and processes to ensure that consumer and community engagement is embedded into relevant governance structures, strategic project planning and review processes
- b. Ensure that a consistent and standard approach to consumer and community engagement is applied across ACD
- c. Assure high quality engagement practices and adherence to audit requirements.

2.0 Scope

This policy applies to relevant College Head Office staff, all State Faculties and significant ACD activities. This policy should be read in conjunction with ACD Strategic Engagement Framework.

3.0 Policy

- 3.1 ACD will demonstrate, through the implementation of this policy, the commitment to engage with consumers and the community, to respond to the outcomes of engagement at a level commensurate with the organisation's capacity and to strive for continual improvement in engagement practices.
- 3.2 ACD will apply a structured approach to consumer and community engagement, consistent with the International Association for Public Participation Australasia (IAP2) Quality Assurance Standard (2015).
- 3.3 Relevant College staff, State Faculty Chairs, and Operational Committee Chairs are responsible for participating in ACD's consumer and community engagement activities where relevant to their role.
- 3.4 ACD's new business initiatives or major projects will be assessed according to the Strategic Engagement Framework to determine applicability of formal consumer or community involvement and the appropriate level of engagement.
- 3.5 Appointment of consumer or community representatives on ACD committees, reference groups, forums or other exchanges will be guided by a selection matrix to determine the most appropriate balance of skills, disciplines, location, gender and experience.
- 3.6 Where consumer representation is sought on College committees, a minimum of two consumer members will be invited to ensure that adequate support and recognition of the community voice is given.
- 3.7 ACD will cover the costs of sitting fees, travel and other associated incidentals up to an amount specified in the Terms of Reference for individual committees/reference groups.
- 3.8 Consumer and community engagement strategies will be developed with reference to ACD Risk Management Guidelines. Activities will consider standard risk management practices, ensuring adequate controls and mitigation strategies are in place for any identified or perceived risks.

- 3.9 Resource requirements or constraints will be considered in the development of consumer and community engagement strategies. Projected budgets and expenditures will require formal approval by the Chief Executive Officer.
- 3.10 Engagement strategies will specify methodologies for assessment, reporting and evaluation. Outcomes will be analysed and presented to the Board of Directors for consideration to inform ongoing strategic planning.

4.0 Roles and Responsibilities

Board of Directors:

- The Board of Directors, via the Community Engagement Advisory Committee and Chief Executive Officer, have responsibility for overseeing consumer and community engagement activities across ACD.

Community Engagement Advisory Committee:

- Assesses and endorses ACD's consumer and community engagement strategies and activities
- Identifies, reviews and prioritises emerging dermatological issues of community and consumer interest and relevance to inform strategic planning
- Provides membership to Academic and Professional Standards Committees for community contribution to educational governance and professional standards
- Informs the Board of Directors of the adequacy and effectiveness of ACD's consumer and community engagement strategies

Chief Executive Officer:

- Ensures the Strategic Engagement Framework is implemented and maintained in accordance with this policy across ACD, including its State Faculties and major projects
- Assumes overarching ownership of ACD engagement
- Champions the culture of consumer and community engagement in ACD
- In conjunction with the Community Engagement Advisory Committee reviews ACD's consumer and community engagement strategies and activities
- Prioritises and allocates internal resources in the establishment and implementation of consumer and community engagement practices

Chairs of State Faculties:

- Facilitates the implementation of this policy at State Faculty level
- Monitors, assesses and reports on ACD community engagement strategies being implemented within their jurisdiction
- Assists in identifying strategic opportunities or risks relating to local, regional or state issues relevant to consumers or community

Director of Policy, Engagement and Advocacy:

- Facilitates the development and implementation of the Strategic Engagement Framework in ACD through the associated Engagement Policies and strategies
- Develops ACD's consumer and community engagement strategies in conjunction with CEO
- Acts as primary ACD point of contact for consumer and community representatives
- Monitors and reports outcomes of ACD's engagement practices to ensure continuous improvement
- Coordinates reporting of engagement outcomes to Board of Directors via the Community Engagement Advisory Committee and CEO

6.0 Attachments

Attachment 7.1: ACD Strategic Engagement Framework

7.0 References

The International Association for Public Participation Australasia (IAP2). 2015. Quality Assurance Standard for Community and Stakeholder Engagement. Wollongong, NSW.