



CONSUMER AND COMMUNITY ENGAGEMENT

COMMUNITY POLICY

1. PURPOSE OF POLICY

The purpose of this policy is to:

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

2. POLICY SCOPE

This policy refers to ACD's consumer and community engagement activities and applies to College staff; College officer holders; Fellows and trainees involved in ACD community engagement activities; and members of the Community Engagement Advisory Committee (CEAC).

3. PRINCIPLES

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

Effective consumer and community engagement:

- Supports the achievement of ACD's Mission
- Allows for insight into patient and community experiences and unmet needs
- Creates potential for collaborative approaches to improve ACD services
- Helps identify the most effective and efficient communication channels and modalities, improving 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.

4. DEFINITIONS / KEY WORDS / ABBREVIATIONS

Consumers and community means the stakeholder group comprising: consumers (patients who have received or are currently receiving dermatological care); patient support groups and other groups with a special interest in dermatological issues; health consumer, advocacy, and other relevant organisations and stakeholder groups; and the general community.

Engagement means a range of activities that allow consumers and the community to be informed of ACD activities, to be involved in improving services, to partner or collaborate on mutually beneficial activities/projects, and to provide input and advice on relevant issues.

5. POLICY STATEMENT

- 5.1 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.
- 5.2 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).
- 5.3 Relevant College staff, Board of Directors, State Faculty Chairs, and Committee Chairs are responsible for participating in ACD's consumer and community engagement activities where relevant to their role.
- 5.4 ACD's new business initiatives or major projects will be assessed by relevant staff and/or office bearers to determine applicability of consumer or community involvement and the appropriate level of engagement.
- 5.5 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.
- 5.6 Where consumer representation is sought on College committees, a minimum of two consumer members should be invited where appropriate to ensure that adequate support and recognition of the community voice is given.
- 5.7 ACD will cover the costs of sitting fees, travel and other associated incidentals up to an amount specified in the Charters for individual committees/reference groups.
- 5.8 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.

- 5.9 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.
- 5.10 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.

6. RESPONSIBILITIES

Board of Directors:

- The Board of Directors, via the CEAC and Chief Executive Officer, have responsibility for overseeing consumer and community engagement activities.

CEAC:

- 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 input where required or sought 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 CEAC 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 ACD's consumer and community engagement strategies and activities
- Acts as primary ACD point of contact for consumer and community representatives
- Monitors and evaluates outcomes of ACD's engagement practices to ensure continuous improvement
- Coordinates reporting of outcomes to Board of Directors, CEAC and CEO

7. APPROVAL AUTHORITIES AND REPORTING REQUIREMENTS & RESPONSIBILITIES

The following authorities are delegated under this policy:

Policy	Approve new policy and major amendment		Approve minor amendments	
	Authority	Reporting Requirements	Authority	Reporting Requirements
This policy	Board	Board paper	CEO	Advice of amendment

CONTROL REQUIREMENTS

Policy Number :	COM001
Approval Authority:	Board of Directors
Responsible Officer:	Director, Policy Engagement & Advocacy
Designated Officer:	Engagement Officer
First approved:	February 2019
Effective Start date	February 2019
Review date	February 2021

HISTORY

Version	Date	Summary of changes
1.0	July 2016	New policy
1.1	Jan 2018	Minor update
2.0	Feb 2019	Reformatting to new policy template, minor updates

RELATED DOCUMENTS

Strategic Engagement Framework

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

CEAC Charter

Representatives Committee Charter