

TEMPLATE

Stakeholder engagement *plan*

The operating document that sits underneath your engagement strategy: who you engage, at what level of influence, when, and who owns the relationship.

ORGANISATION

PROJECT

PLAN OWNER

VERSION AND DATE

How to use this template

Write the strategy first. The strategy sets who you engage, why, and how much influence you are genuinely offering. This plan schedules the activities, owners and timelines that deliver it.

Fill the pages in order. Each one feeds the next: the register decides who appears in the calendar, the calendar decides when messages are needed, and the issues log tells you when the strategy itself needs revisiting.

Assign every relationship exactly one owner. Stakeholders notice when three people from the same organisation tell them three slightly different things.

Re-map at every phase gate. Power moves quickly — a low-power group can recruit a local member, a talkback segment or a council motion inside a fortnight.

WHAT'S INSIDE

p3	Strategy summary	Objectives and the engagement level committed to each group.
p4	Stakeholder register	Every stakeholder, their matrix position, level and named owner.
p5	Engagement calendar	Activities against project milestones and the political calendar.
p6	Key messages	One core message and three audience variants.
p7	Issues log	Concerns raised, response given, status.
p8	Escalation triggers	The pre-agreed signals that shift a stakeholder to active management.

Strategy summary

ENGAGEMENT OBJECTIVES

ENGAGEMENT LEVEL COMMITTED PER GROUP

Inform · Consult · Involve · Collaborate · Empower. Commit only to the level you can deliver.

STAKEHOLDER GROUP	LEVEL	WHAT SUCCESS LOOKS LIKE	OWNER

Stakeholder register

Rate power and interest 1–5. The companion spreadsheet colours these automatically and sorts by quadrant.

NAME	ORGANISATION	CATEGORY	POWER	INT.	LEVEL	OWNER	LAST CONTACT	NEXT ACTION

Engagement calendar

Map activities against project milestones and the political calendar. The two shaded rows are fixed constraints – fill them in before anything else.

STREAM	Q1	Q2	Q3	Q4
Budget cycle				
Election dates and caretaker				
Project milestones				
Government				
Community				
Industry and peak bodies				
Media				
Research and polling				

Key messages framework

CORE MESSAGE — TRUE FOR EVERY AUDIENCE

AUDIENCE	WHAT THEY NEED TO HEAR

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Political framing for the minister’s office, technical substance for the department. Same core message, different entry point.

Issues log

One line per concern raised. Status: open, in progress, closed.

DATE	STAKEHOLDER	ISSUE RAISED	RESPONSE GIVEN	OWNER	STATUS

Escalation triggers

Agree these before you need them. Any tick moves the stakeholder from routine handling to active management, same day.

- ☐ A petition or organised campaign is launched

- ☐ A member of parliament or councillor makes an inquiry

- ☐ A media enquiry is received, or the project appears in local media

- ☐ A council motion or notice of motion is tabled

- ☐ A regulator raises a formal concern or requests further information

- ☐ Sentiment tracking moves materially against the project

- ☐

- ☐

ESCALATES TO

WITHIN

Contested project, or one already generating opposition? Ace Strategies runs the government engagement and the independent polling that settles what the community actually thinks.

