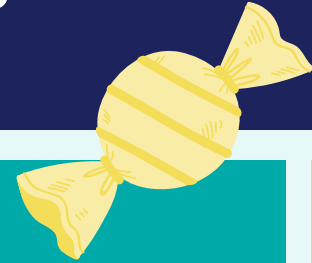


# BUDGETING YOUR ENGAGEMENT

What your money would buy you, if you were in a community engagement lolly shop!



We know, now is the time that many of our government and non-government friends are preparing capital works bids and program budgets for 2022. We've put together a quick budget guide to help you estimate the cost of including engagement into your projects.

Depending on your internal capabilities, there may be components that you can deliver yourself, we recommend budgeting it in so if you need to outsource you can.

PROJECT TYPE	PROJECT USE	YOU NEED	COST ESTIMATE (EXC. GST)
<b>Simple, local project</b> This project is contained to a single location, idea or concept	E.g. Small pocket park. Change to a small playground	<ul style="list-style-type: none"> <li>• bit of planning</li> <li>• 2 pop ups</li> <li>• letter box drop</li> <li>• light analysis</li> </ul>	<b>\$12,000</b>
<b>Online accessible</b> This project has stakeholders from a wide geographical region, or who are find it difficult to travel	E.g Introducing a change across all neighbourhood houses in a LGA	<ul style="list-style-type: none"> <li>• bit of planning</li> <li>• online engagement (interviews, focus groups, survey)</li> <li>• email notification</li> <li>• light analysis</li> </ul>	<b>\$16,000</b>
<b>Complex, district project</b> This project has a wider reach, more people are likely interested and there are competing view.	E.g Future use of a town hall nearby a community centre	<ul style="list-style-type: none"> <li>• more planning</li> <li>• mixed method engagement (interviews, focus groups, pop ups)</li> <li>• detailed communications planning</li> <li>• detailed analysis</li> </ul>	<b>\$20,000</b>
<b>Preparing a minor Policy or Strategy</b> This project is wide reaching it requires information across a large geographical area and has a variety of internal and external stakeholders	E.g. Domestic Animal Management Plan	<ul style="list-style-type: none"> <li>• bit of planning</li> <li>• mixed method engagement (interviews, focus groups, pop ups)</li> <li>• detailed communications planning</li> <li>• light analysis</li> </ul>	<b>\$30,000</b>
<b>Preparing a complex Policy or Strategy</b> This project is wide reaching it requires information across a large geographical area and has a variety of internal and external stakeholders it is also technical in nature with external advice needed	E.g. Open Space Strategy	<ul style="list-style-type: none"> <li>• detailed planning</li> <li>• technical assessments</li> <li>• mixed method engagement (interviews, focus groups, pop ups)</li> <li>• detailed comms planning</li> <li>• light analysis</li> <li>• specific document write up</li> <li>• more internal engagement</li> </ul>	<b>\$70,000</b>

### Other items you might want to budget for:

- Photographer for an activity - \$200
- Add a Coffee Caravan - \$380 (2 hours)
- Add an awesome custom prop - \$1500 - \$8000

 **Contact if you want a more accurate quote for your budget.**

*Conversation Co.*