

# 10 BENEFITS

## Digital First Community Engagement

Digital engagement can help achieve better community outcomes and improve the overall public experience. Below are ten reasons to consider transitioning your community engagement practice to an online platform and the value of bringing resident feedback into local government decision making.



# 1

Community engagement requires you to invest in time. Utilising digital engagement in the planning stages of your project can

**FACILITATE MORE FOCUSED AND EFFECTIVE OUTCOMES.**

# 2

Taking discussions online supports ongoing conversations with community groups and

**MAKES FACE-TO-FACE MEETINGS MORE IN DEPTH.**

# 3

Digital engagement allows you to

**MOVE YOUR STAKEHOLDER PARTNERSHIPS BEYOND THE PHYSICAL SETTING OF THE TOWN HALL.**

Keeping your organisation relevant and engaged.

# 4

**WIDENING YOUR REACH**

by offering engagement opportunities to people who cannot attend town hall meetings.

## **BUILD TRANSPARENCY AND TRUST**

and rebuild relationships with your communities.

## **BROADEN YOUR SCOPE**

by digitally engaging those who live within your community as well as people who visit or work within your city limits.

Using a digital engagement platform will help you to collect evidence of partnering with your communities and

## **IDENTIFY GAPS IN YOUR DEMOGRAPHICS TO ENSURE TRUE REPRESENTATION.**

Use technology to

## **CREATE ACCESSIBILITY TO YOUR ENGAGEMENT ACTIVITIES.**

A digital engagement platform offers one dedicated space for information gathering and reporting. Storing all information clearly in one space and allowing residents to provide meaningful insight directly to that dedicated space

## **REDUCES ADMINISTRATIVE PROCESSING TIME.**

Digital Engagement can demonstrate the history of your consultation and **CREATE A RECORD FOR SELF-DIRECTED LEARNING.**

Your communities are able to find past consultations and read about your decision making process.