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| Stakeholder engagement matrix |
| 2.7 – Sustainable transport in health care |
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# Introduction

Prepare a stakeholder engagement matrix to support delivery of your staff travel survey. It will also help to identify stakeholders to support other travel plan actions.

## Function overview

| Function | Description |
| --- | --- |
| Brief | Provide information and materials to ensure license to proceed or approvals |
| Inform | Provide overview and summary materials for distribution |
| Engage | Provide detail and seek input to optimise project delivery |
| Partner | Form a close working relationship with these stakeholders or direct input in delivery plans |

# Matrix and stakeholder example

| Stakeholder or group | Function | Names and contact details |
| --- | --- | --- |
| **Senior leaders**Individuals we need to inform of the project or seek endorsement | Brief | Include at least name, title and email address |
| **Key people leaders**People who influence staff and can demonstrate support and encourage/role model participation | Engage |  |
| **Key governance meetings and forums**Executive leadership team, NUM, bed meetings – suitable for survey pre-briefings and information dissemination | Inform | Include timing and contact |
| **Third party employers**Other on-site employers who lead teams or staff that might not be in core comms channels | Inform |  |
| **Delivery partners**For access to key data or approvals on activity | Engage or Partner |  |
| Facility managers |   |  |
| Car park operators, car parking data |   |  |
| IT team – email and website whitelisting |   |  |
| COVID-19 or hygiene approvals and advice |   |  |
| Internal communications | Engage or Partner |  |
| Approvers or signoffs |   |  |
| Access to comms channels or distribution |   |  |
| Site champions |   |  |
| Passionate staff to drive participation among staff locally | Engage |  |

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Authorised and published by the Victorian Government, 1 Treasury Place, Melbourne.

© State of Victoria, Australia, Department of Health, August 2022.

Refer to the main reference document **ISBN** 978-1-76096-951-6 **(pdf/online/MS word)**

Available at [Department of Health website](http://www.health.vic.gov.au/sustainability) <www.health.vic.gov.au/sustainability>