

# Engagement Strategy

2020 - 2022

Version: Final

**STATE RECORDS**

of South Australia



Government of South Australia  
State Records

## Introduction

This Strategy is aligned to State Records' vision to illuminate the past and present to shape our future, and the purpose of improving the integrity and accessibility of information to benefit the government and the community.

The key principle guiding engagement at State Records is to create pathways for the community to access and benefit from South Australian Government information.

State Records works to improve the integrity and accessibility of South Australian Government information to benefit both the government and the community. As the work of State Records impacts all South Australians we must create high quality services that are responsive to the needs and expectations of our customers.

We will engage with government and the community to create high quality and best value services. Engagement will be included in the planning for all projects across State Records, and remain flexible and responsive to community needs. This engagement will be meaningful and meet the access needs for all involved, creating trust and a valued organisation.

## Principles

Engagement activities will follow the *Better Together: Principles of Engagement* (<https://bettertogether.sa.gov.au/principles-of-engagement>). These principles provide a basic reference for good engagement, and a framework that can apply to all types of engagement.

1. **We know why we are engaging** - define the purpose for engagement and the role and level of influence of stakeholders.
2. **We know who to engage** - complete a stakeholder analysis and go beyond the contacts list to identify community leaders, connectors, experts and influencers.
3. **We know the history** - use information gathered in past projects and engagement activities to inform the engagement and avoid making the same mistakes again.
4. **We start together** - engagement is at the beginning of all projects, and start engaging with the community as early as possible.
5. **We are genuine** - follow values in South Australian Government strategies and plans, such as the Code of Ethics, State Records Strategic Plan and Reconciliation Action Plan. Close the feedback loop and report to the community at the end of every project.
6. **We are relevant and engaging** - engagement looks different for every project and approaches need to be designed creatively for the benefit and according to the needs of the community.

## State Records Strategic Plan 2019-2022

This Strategy is closely aligned to the goals outlined in the State Records Strategic Plan 2019-2022.



Goal 1:  
Customers

Our customers are at the centre of everything we do



Goal 2: People

An empowered workforce that operates collaboratively, cohesively and courageously



Goal 3: Identity

State Records' identity is defined, understood and valued



Goal 4:  
Collection

A quality archival collection that supports individual rights and documents our history and culture



Goal 5: Public  
Sector  
Information

Drive information management maturity; enabling government services and community interaction

## Commitments

### Engage with stakeholders to produce and improve all aspects of State Records' work

Engagement will be built into all new projects and for all documents reviewed. This will range from internal engagement with State Records staff, through to external engagements with the public and key stakeholders via digital communications informing them of new information and facilitated sessions guiding collaboration with State Records.

Linked to Goal 1 (Customers), 2 (People), 3 (Identity)

### Plan engagement at the beginning of all projects and continue a flexible and responsive approach throughout projects

Engagement plans will be developed for projects with all engagements to be flexible in approach and designed primarily to benefit stakeholders and the community. Planning will take into account timing for all engagements across State Records, to avoid burdening our stakeholder's time and attention.

Linked to Goal 1 (Customers), 2 (People), 3 (Identity)

### Develop and maintain a targeted contact list for government agencies and community stakeholders

A central contact list will be available to assist staff engaging with agencies and stakeholders. Technologies to assist with maintaining a contact list and providing regular broadcast emails, such as newsletter apps and Office 365, will be investigated.

Linked to Goal 1 (Customers), 2 (People), 3 (Identity)

### Develop engagement activities targeted at government agencies, including visits to the Gepps Cross Repository and online events

We will engage with South Australian public sector employees, and where appropriate invite them into our offices in an effort to build relationships and improve stakeholder understanding of our core business which often occurs behind the scenes. Successful public open days will be used as a model for proactive engagement with agency staff. Where possible and appropriate digital technologies and online platforms will be utilised to deliver these programs.

Linked to Goal 1 (Customers), 3 (Identity), 4 (Collection), 5 (Public Sector Information)

### Implement measurable targets for public programs and other engagement activities to gauge effectiveness and inform future planning

Engagement plans will be used to help identify our engagement targets and how we measure our successes. We value the feedback provided by stakeholders and commit to communicating with them throughout all stages of the engagement process, including informing them of how their feedback has been used at the end of the process to close the communications loop. After closing the loop with stakeholders we reflect and report on the effectiveness of each engagement. These post-engagement reports will inform planning for future engagements to ensure we learn from our successes and mistakes.

Linked to Goal 1 (Customers), 2 (People), 3 (Identity)

### Develop programs and engagement activities targeted at members of the public to increase awareness of the archive and State Records' services

We will build on successful public programs to increase community knowledge about State Records and skills for using the State Records archive to illuminate the past. Programs will be designed to be accessible to a wide audience in South Australia and beyond. We will champion use of our archive to support individual rights and democracy.

Linked to Goal 1 (Customers), 3 (Identity), 4 (Collection)

Date approved	Approved by	Date for review	Version
21/10/2020	Director	21/10/2022	Final

## Appendix – Key Stakeholders and Clients

Key Stakeholders	Are served by
Premier of South Australia Attorney General CE, Attorney General's Department Executive Director, Finance People and Performance, Attorney General's Department	<ul style="list-style-type: none"> <li>» Ministerial and Departmental briefings</li> <li>» Annual and ad hoc reporting</li> <li>» Regular and ad hoc meetings with State Records Director</li> </ul>
State Records Council Privacy Committee of South Australia	<ul style="list-style-type: none"> <li>» Meetings</li> <li>» Reporting</li> </ul>
ICAC Ombudsman SA Auditor-General ICT and Digital Government, Department of the Premier and Cabinet Office for Data Analytics	<ul style="list-style-type: none"> <li>» Briefings</li> <li>» Regular and ad hoc meetings with State Records Director</li> <li>» Broadcast email</li> <li>» Website</li> </ul>
Professional Associations (Australian Society of Archivists, Records and Information Management Professionals Australasia) History Council of SA Friends of South Australia's Archives GLAM institutions	<ul style="list-style-type: none"> <li>» Broadcast email</li> <li>» Website</li> <li>» Ad hoc meetings</li> </ul>

Our Clients	Are served by
<p>South Australian Community</p> <ul style="list-style-type: none"> <li>» Family and local history researchers and groups</li> <li>» People requiring information to support proof of identity and entitlements</li> <li>» Aboriginal community groups</li> <li>» Members of the Stolen Generations</li> <li>» Care leavers</li> <li>» Other individuals documented in records and archives, e.g. adoptees and adopters, victims of crime, prisoners</li> <li>» Academic and professional historians</li> <li>» State Records volunteers</li> </ul>	<ul style="list-style-type: none"> <li>» Research Centre</li> <li>» Archivist on duty</li> <li>» Printed reference collection</li> <li>» Finding aids, indexes and other search tools</li> <li>» Self-service copying equipment</li> <li>» Viewing original records</li> <li>» Dedicated Aboriginal Access Officer</li> <li>» Public programs</li> <li>» Public talks</li> <li>» Open Days</li> <li>» History Festival events</li> <li>» Exhibitions</li> <li>» Website</li> <li>» ArchivesSearch catalogue</li> <li>» Online records (also via FamilySearch and Flickr)</li> <li>» Guides and fact sheets about the archive and services</li> <li>» Social media</li> <li>» Reference enquiry service</li> <li>» Digitisation service</li> </ul>
<p>Legal researchers</p>	<ul style="list-style-type: none"> <li>» Reference enquiry service</li> </ul>
<p>Media organisations</p>	<ul style="list-style-type: none"> <li>» Bespoke and prioritised enquiry service</li> </ul>

<p>South Australian Government and local government agencies and Ministerial Offices</p> <ul style="list-style-type: none"> <li>» Loans services</li> <li>» Information Management policy and advice</li> <li>» Disposal advice</li> <li>» Freedom of Information advice and training</li> <li>» Information Privacy Principles advice</li> </ul> <p>Consultants working in records/information management, Freedom of Information and/or Privacy with South Australian Government agencies</p>	<ul style="list-style-type: none"> <li>» Website</li> <li>» ArchivesSearch catalogue</li> <li>» Guides and fact sheets about the archive and services</li> <li>» Policy documents and forms</li> <li>» Online education tools</li> <li>» Enquiry services</li> <li>» Agency visits</li> <li>» Archival and transfer advice</li> <li>» Loans services</li> <li>» Government support and engagement</li> <li>» Information Management policy and advice</li> <li>» Freedom of Information advice and training</li> <li>» Information Privacy Principles advice</li> <li>» Digitisation service</li> <li>» Broadcast emails</li> </ul>
<p>State Records staff</p>	<ul style="list-style-type: none"> <li>» Broadcast emails</li> <li>» Staff and Team meetings</li> <li>» 1:1 meetings with Team Leaders/Managers</li> <li>» Performance Review and Development process</li> </ul>