

## **STAKEHOLDER ENGAGEMENT PROGRAM**

### **Aim**

This initiative aims to support researchers develop the skills necessary to effectively engage with stakeholders and communicate social science research. It will provide opportunities to hone these skills under the mentorship of experienced CEPAR researchers.

### **Frequency**

One workshop annually focused on either (i) translating a research project to be accessible to end-users or (ii) 'pitching' a research project with the aim of securing a collaborative research partner.

### **Participants**

The workshop is open to CEPAR Postdoctoral Researchers with an interest in developing skills in either of these two areas. Participation is voluntary. Registrants will need to have a piece of research suitable to be workshopped. They would need to have either

- The findings from an advanced/ completed research study that they wish to present to consumers of the research OR
- A proposal for a research project for which they are seeking a collaborative partner from industry or government

Participants would be required to submit a brief outline of their proposed research/research findings as part of their application to determine the selection of convenors and assist with convenors' preparation.

### **Convenors**

Senior CEPAR personnel with expertise in these areas. Members of our partner organisations who are not the intended targets of the pitch, may also be involved, if appropriate.

### **Format**

A two - three hours hands-on workshop (depending on numbers) focused on developing skills in presenting to one of the two audiences identified above. At this stage, perhaps 30 minutes would be devoted to each proposal.

The Research Translation Skills Workshop would focus on the following:

- Identifying stakeholders who might be interested in the research findings
- Identifying particular aspect(s) of the research that would most resonate with each particular stakeholder
- Placing the research findings in a context to which end-users can relate
- Communicating the research in a manner accessible to a non-technical audience
- Relationship development skills – i.e. building an ongoing relationship so that participants have a framework in which they can regularly brief stakeholders about research developments/new projects

The Finding a Research Partner Workshop would focus on the following:

- Identifying stakeholders who might be interested in the proposed project
- Developing the 'pitch', focusing on the aspects of the research of most value to the stakeholder
- Finding ways to explain to a potential partner the nature of funding support; in the case of a potential grant application, the application process and funding implications
- Framing the discussion around achieving deliverables and KPIs to the mutual benefit of both parties
- From 'pitch to partnership' - developing the relationship post-pitch:
  - building trust etc as a foundation to a future formal partnership for a research grant application etc
  - maintaining interest and 'sealing the deal'

In both cases, the aim would be for each participant to be provided with some post-workshop support from one or more of the convenors in the form of introductions to stakeholders/potential partners and ongoing advice about engagement.

### **Venue**

UNSW, with CEPAR travel support provided for interstate participants (participation via video conferencing would be available but not preferred).