



THE AUSTRALASIAN
COLLEGE OF
PHLEBOLOGY

Consumer and Community Engagement Policy

Policy Domain:	ACP Management
Policy Area	All staff, Fellows, instructors, students, trainees
Responsible Officer:	Executive Manager
Policy Author:	ACP
Approval Authority	Board of Directors
Version	2.00
Approval Date	June 2021
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Related Policies / Regulations	

PURPOSE

Engagement with consumers and the community is identified as an integral strategic priority for the College. Engagement involves a range of activities that allows consumers and the community to be informed of ACP activities, to be involved in improving services and to provide input on relevant issues.

Effective consumer and community engagement:

- Supports the achievement of ACP's Mission to achieve first class venous and lymphatic health for the community
- Accepts that while outcomes of engagement may challenge current College practices, it provides the opportunity for reflective learning and appropriate adaptations
- Allows for insight into patient and community experiences and unmet needs which cannot be obtained solely through internal dialogue and to which ACP should form a view/response
- Creates potential for collaborative approaches to improve ACP services
- Helps to identify the most effective and efficient communication channels and modalities, improving chances of successful community engagement
- Enhances College visibility and authority within the community
- Creates advocacy and a community voice for College
- Incorporates the diversity and dynamics of consumers and the community and may assist in managing potentially conflicting interests between community groups
- Leads to real outcomes for patients and the community, such as improved services, access to care or policy development
- Improves transparency, accountability and adherence to compliance requirements
- Provides confidence to ACP Board of Directors, members and regulatory bodies that community expectations and health service needs are considered and addressed.

The purpose of this policy is to:

- a. Define responsibilities and processes to ensure that consumer and community engagement is embedded into relevant governance structures, strategic project planning and review processes
- b. Ensure that a consistent and standard approach to consumer and community engagement is applied across ACP
- c. Assure high quality engagement practices and adherence to audit requirements.

SCOPE

This policy applies to relevant College Head Office staff, all State Faculties and significant ACP activities.

POLICY

1. ACP will demonstrate, through the implementation of this policy, the commitment to engage with consumers and the community, to respond to the outcomes of engagement at a level commensurate with the organisation's capacity and to strive for continual improvement in engagement practices.
2. ACP will apply a structured approach to consumer and community engagement, consistent with the International Association for Public Participation Australasia (IAP2) Quality Assurance Standard (2015).
3. Relevant College staff, State Faculty Chairs, and Operational Committee Chairs are responsible for participating in ACP's consumer and community engagement activities where relevant to their role.
4. ACP's new business initiatives or major projects will be assessed according to the Strategic Engagement Framework to determine applicability of formal consumer or community involvement and the appropriate level of engagement.
5. Appointment of consumer or community representatives on ACP committees, reference groups, forums or other exchanges will be guided by a selection matrix to determine the most appropriate balance of skills, disciplines, location, gender and experience.
6. Consumer and community engagement strategies will be developed with reference to ACP Risk Management Guidelines. Activities will consider standard risk management practices, ensuring adequate controls and mitigation strategies are in place for any identified or perceived risks.
7. Resource requirements or constraints will be considered in the development of consumer and community engagement strategies. Projected budgets and expenditures will require formal approval by the ACP Board.
8. Engagement strategies will specify methodologies for assessment, reporting and evaluation. Outcomes will be analysed and presented to the Board of Directors for consideration to inform ongoing strategic planning.

ROLES AND RESPONSIBILITIES

Board of Directors:

- The Board of Directors, via the Community Engagement Advisory Committee and Executive Manager, have responsibility for overseeing consumer and community engagement activities across ACP.

Community Engagement Advisory Committee:

- Assesses and endorses ACP's consumer and community engagement strategies and activities
- Identifies, reviews and prioritises emerging phlebological issues of community and consumer interest and relevance to inform strategic planning
- Provides membership to ACP Committees for community contribution to educational governance and professional standards
- Informs the Board of Directors of the adequacy and effectiveness of ACP's consumer and community engagement strategies

Executive Manager:

- Ensures the College's strategic direction is implemented and maintained in accordance with this policy across ACP, including its State Faculties and major projects
- Assumes overarching ownership of ACP engagement
- Champions the culture of consumer and community engagement in ACP
- In conjunction with the Community Engagement Advisory Committee reviews ACP's consumer and community engagement strategies and activities
- Prioritises and allocates internal resources in the establishment and implementation of consumer and community engagement practices

Chairs of State Faculties:

- Facilitates the implementation of this policy at State Faculty level
- Monitors, assesses and reports on ACP community engagement strategies being implemented within their jurisdiction
- Assists in identifying strategic opportunities or risks relating to local, regional or state issues relevant to consumers or community

Director of Policy, Engagement and Advocacy or appointee of the ACP Board:

- Facilitates the development and implementation of the community engagement strategies in ACP
- Acts as primary ACP point of contact for consumer and community representatives
- Monitors and reports outcomes of ACP's engagement practices to ensure continuous improvement
- Coordinates reporting of engagement outcomes to Board of Directors via the Community Engagement Advisory Committee and Executive Manager

REFERENCES

The International Association for Public Participation Australasia (IAP2). 2015.

Quality Assurance Standard for Community and Stakeholder Engagement. Wollongong, NSW.