

# 2016-17 Stakeholder Communications and Engagement Strategy Evaluation

## Introduction

GICS conducted a comprehensive Stakeholder Communication and Engagement Analysis in 2016. The analysis revealed four key areas of focus, which were used to demine the aims and objectives for the following twelve months, and beyond.

This report will analyse the effectiveness of the past twelve month's activity to determine key priorities for the coming year/s. The analysis will include survey outcomes from a range of key stakeholder groups gathered online, together with data from communications analytics.

## Background

In June 2016, GICS conducted a comprehensive Stakeholder Engagement Analysis, using an external consultant to inform the 2016-17 Communication and Engagement Strategy. The strategy was developed to answer the following questions:

- Why does GICS need to communicate or engage?
- What does GICS need to say?
- Who does GICS need to communicate or engage with?
- How will GICS communicate or engage?
- What are the measures of success?

The data was predominantly collected through interviews with an external consultant, and sought the opinions of key stakeholder groups including members from all of GICS committees, Memorandum of Understanding signatories, State Government representatives, and health professionals from within the Grampians region.

The analysis revealed a need for GICS to focus on providing:

- targeted communication using multiple methods suitable for a range of stakeholders
- clear, regular and transparent communication about GICS people and their work to achieve the strategic goals
- information about best practice, evidence-based care, cancer care services available and referral pathways
- regular, effective and timely engagement opportunities with stakeholders

As a result the following aims and objectives for 2016/17 were determined.

### Aims:

- To increase:
  - Awareness of the purpose, role and achievements of GICS
  - Awareness about GICS partner cancer care service delivery achievements (cancer care quality improvement, research and news)
  - Organisational communication and engagement capacity

### Objectives:

1. GICS primary audiences will increase their knowledge of the purpose, role and achievements of GICS by June 2017, from baseline measures gathered in June 2016
2. GICS will expand its audience reach and engagement trend from baseline measures gathered in July 2016
3. GICS will increase its communication and engagement capacity during the 2016-17 financial year by implementing at least 80% of the Stakeholder Communication and Engagement Strategy
4. GICS will report on its achievements and cancer care primary stakeholder achievement at least quarterly using a range of tools and tactics during the 2016-17 financial year

From these a detailed list of recommendations were developed for implementation, with the majority due for completion in 2016/17. The Stakeholder Communications and Engagement Strategy was approved by the Governance Group in July 2016.

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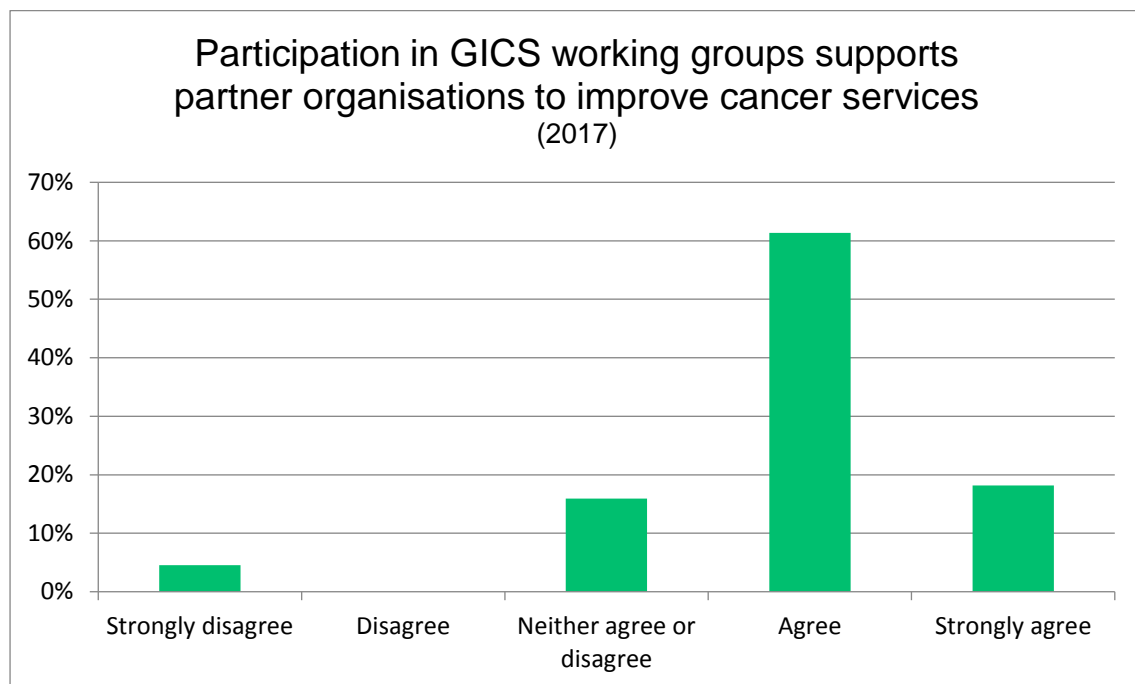
### Purpose, Role and Achievements

*Objective 1: GICS primary audiences will increase their knowledge of the purpose, role and achievements of GICS by June 2017, from baseline measures gathered in June 2016*

In July 2017, GICS conducted an online Stakeholder Engagement survey, to assist in

1. Analysing the effectiveness and implementation of the 2016/17 Stakeholder Communication and Engagement Strategy
2. Determining the aims and objectives for the 2017/18 strategy

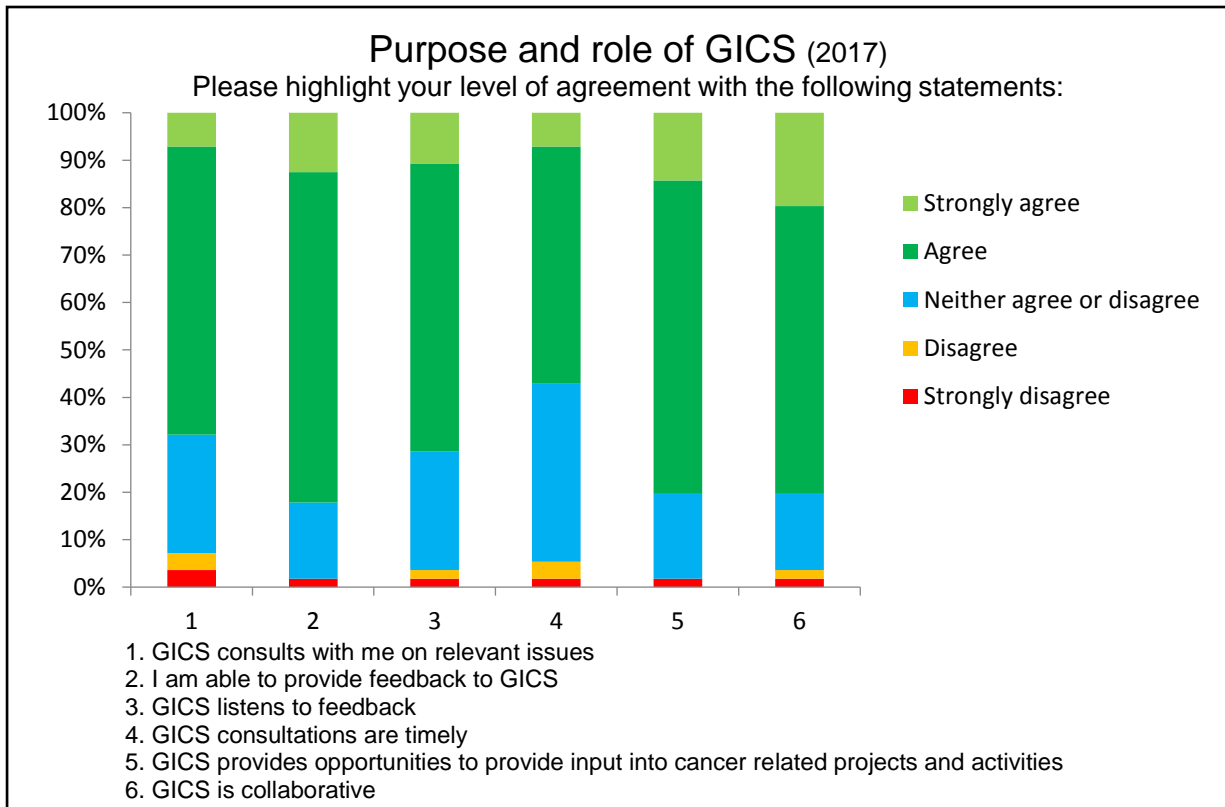
The survey was conducted online and sent to over 150 stakeholders, including all members of GICS working groups, Governance Group and Memorandum of Understanding signatories, and received a total of 63 responses.



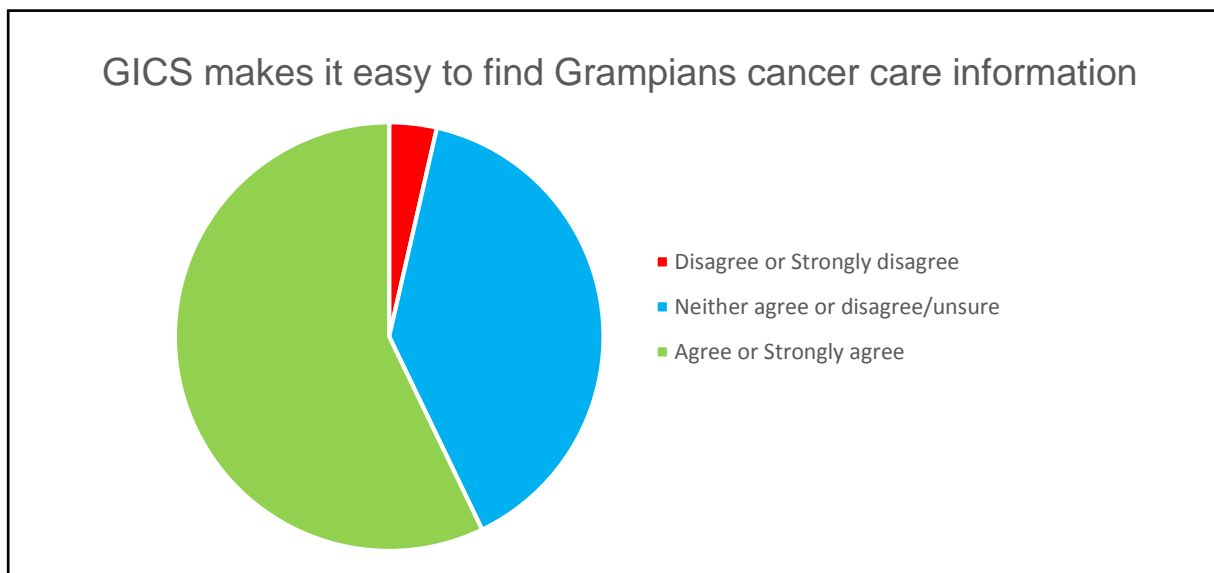
GICS working groups include the Governance Group, Lead Clinicians Group, Grampians Cancer Clinical Network (Allied Health and Nursing), Consumer Advisory Group, Ballarat Multidisciplinary meetings, and Victorian Integrated Cancer Services Managers Group.

79.5% of the respondents in these groups agreed participating in the GICs working groups supported partner organisations to improve cancer services, whilst 15.9% were unsure and 2 respondents strongly disagreed.

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73.2% of respondents agreed with the statements provided that GICS is fulfilling its purpose. This compares to 45% who were satisfied with alternate statements surrounding GICS purpose last year. The biggest change was with a drop in neutral or unsure responses, from 46.7% last year to 22.9%, suggesting increased clarity in GICS purpose and role.



Compared to 2016 results of 41.7%, this year 57.2% of respondents indicated GICS makes it easy to find Grampians cancer care information, with a significant reduction from the neither agree or disagree category. This may be attributed to the launch of the GICS Service Directory in March 2017. Which features a customised online search tool drawing live data from the National Health Services Directory (NHSD), then filtering by cancer related services, and listing in proximity to the searched location. The GICS website also provides regional cancer data and reports, which are promoted in the GICS newsletter.

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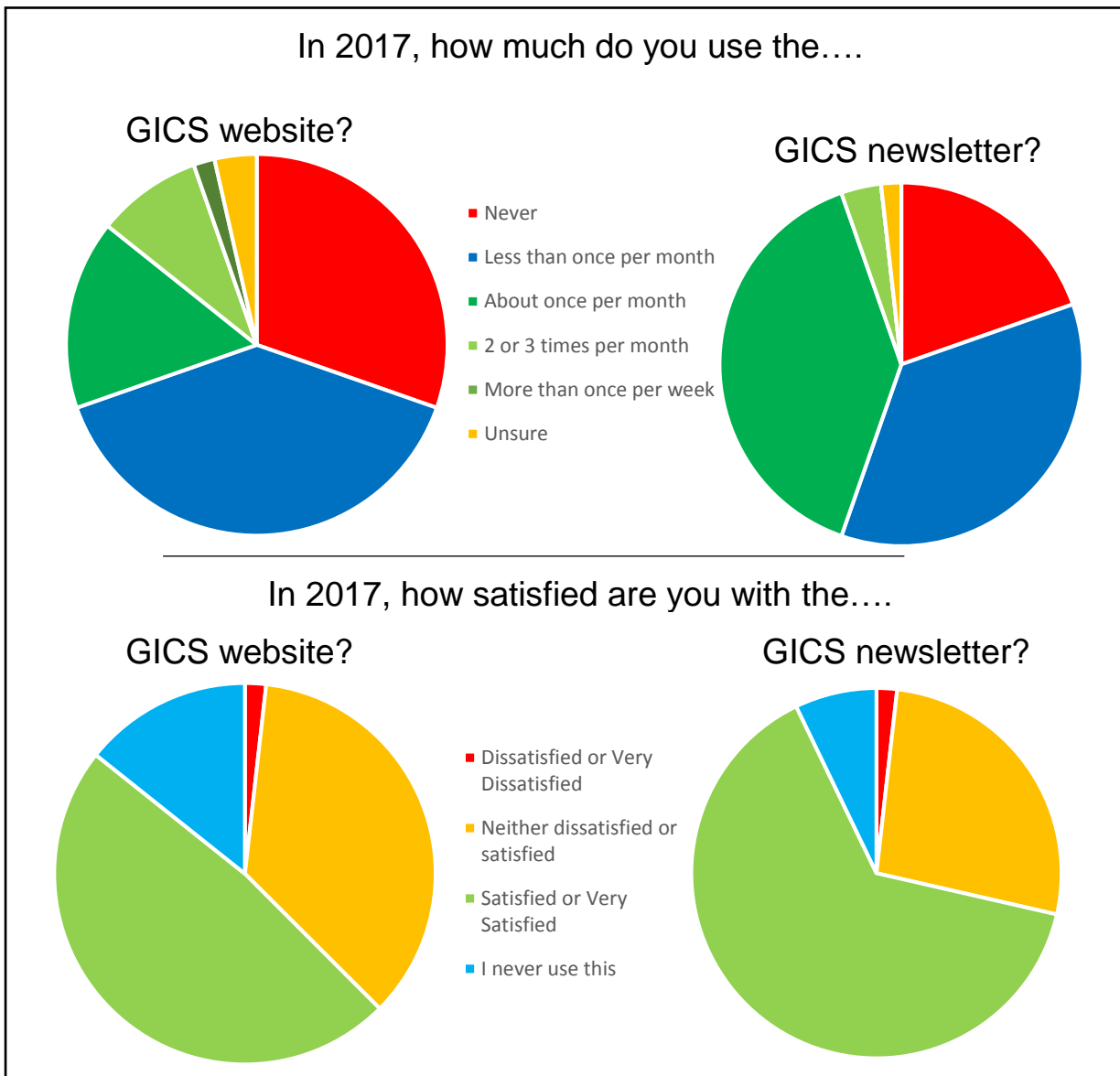
### Website and Newsletter

*Objective 2: GICS will expand its audience reach and engagement using new and established communication tools by showing an increasing engagement trend from baseline measures gathered in July 2016.*

After an extended period of time inactive, GICS launched a new website in May 2016. The survey conducted in July of that year revealed that 25% of respondents had not used the GICS website at all, that has now dropped to just 14.3%. Of those who had used the website, 41.7% were satisfied, which has now increased by a further 7%.

Using Google Analytics, we determined that our website had 500 users as of 1 July 2016, with a target of reaching 1000 users in the first twelve months. Analysis now shows that after the initial twelve months, the users have far exceeded target, reaching 2,450 with the average person viewing 2.47 pages per session. The website 'bounce rate' in July 2016 was 62%, with a target of reducing to 50% also exceeded, reaching 47.7% by 1 July 2017.

The first revamped GICS monthly newsletter was released in August 2016 after years of hibernation. 64.3% of this year's respondents indicated they were either satisfied or very satisfied with the newsletter. As of 1 July 2017, the newsletter has 774 subscribers, with an open rate of 20.7% compared to the industry average of 18.8%, and a click rate of 3.8% compared to the 3.1% industry average.



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### Communication and Engagement Capacity

*Objective 3: GICS will increase its communication and engagement capacity during 2016-17 financial year by implementing at least 80% of the Stakeholder Communications Plan.*

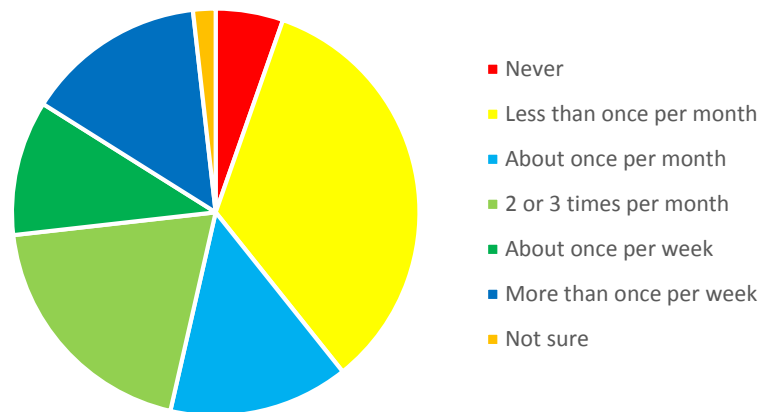
GICS implemented 78% of the plan by 1 July 2017. Some activities were delayed due to uncertainty surrounding the ICS reconfiguration, and potential costs. Recommendations still to be completed include:

- Information and knowledge management - Customer Relationship Management (CRM) (Due Dec 2017)
- Targeted communication (due Dec 2017)
  - Move distribution lists to CRM and tack activity
  - Establish communication distribution systems
- Communication professional development
- Build media capacity within the team or outsource
- Purchase of name badges (to be completed in August)

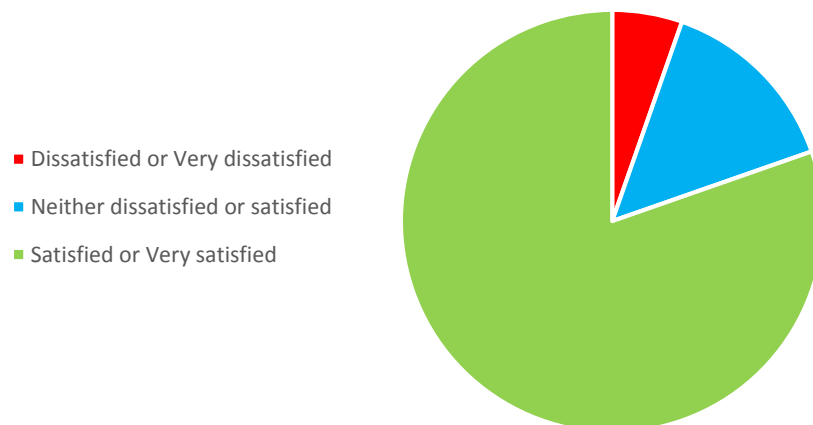
These recommendations will be reviewed and incorporated into the 2017/18 Stakeholder Communications Plan.

80.4% of this year's survey respondents are satisfied with their interactions with the GICS team, while three stakeholders indicated they never have contact with GICS.

In 2017, how often do you have contact with the GICS team?



In 2017, how satisfied are you with your interactions with the GICS team?



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### Report Achievements

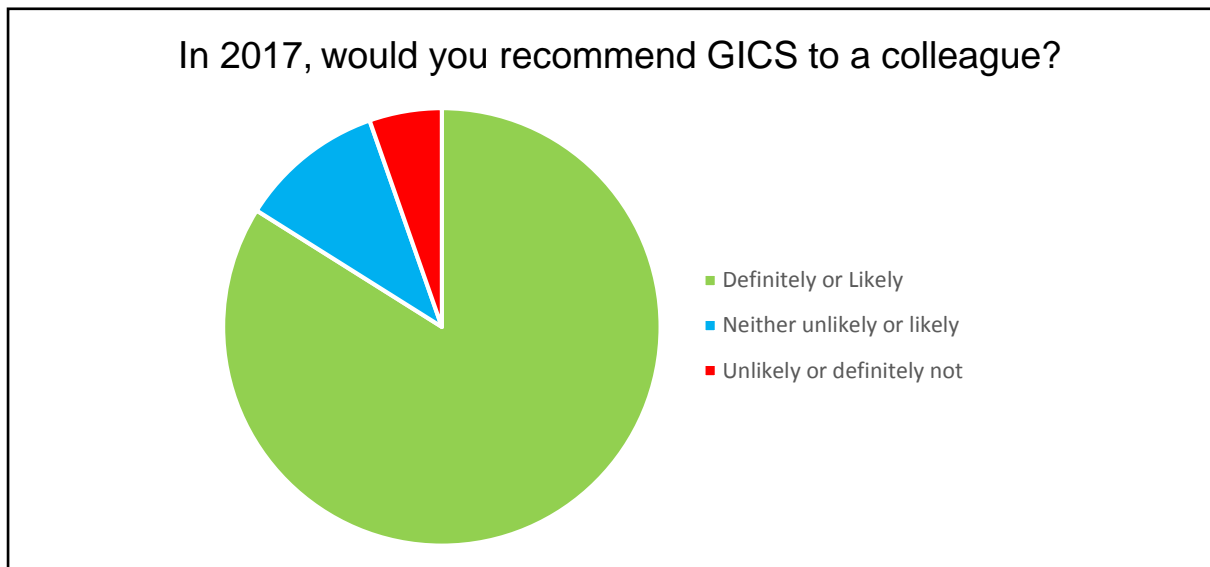
*Objective 4: GICS will report on its achievements and cancer care primary stakeholder achievements at least quarterly using a range of tools and tactics during the 2016-17 financial year.*

During the year GICS used the following strategies to report achievements

- Monthly newsletter, with links to website
- Website additions and updates
- Monthly Facebook page posts
- Launch of new Facebook Group to enhance engagement and feedback
- Media releases resulting in many newspaper and television articles
- Forums and launches, including
  - Dr Ranjana Srivastava (Annual Forum)
  - My Cancer Care Record launch
  - Optimal Care Pathways: *What to Expect Resources launch*
- Stakeholder meeting papers
- Presentations at various Multidisciplinary meetings (MDMs)
- Presentations to external stakeholder groups

### Survey Comments and Feedback

Last year a staggering 91.7% of respondents indicated they would recommend GICS to a colleague, unfortunately this year dropped to 83.9%, with three respondents indicating they would not recommend GICS.



The comments from respondents throughout the 2017 survey, indicate GICS communication is now well established with the majority. However there are still a small number of stakeholders who are not receiving regular communication, and therefore disengaged and unsure of GICS purpose and role. There was also a lack of awareness of the Facebook page, which may be due to its purpose and relevance to the majority of stakeholders.

Suggestions for improvement from respondents were centred around Multidisciplinary meetings and associated software, with some references to craft groups, advocacy, and referral systems. The Better MDMs project currently underway, will assist with continued improvements to multidisciplinary meetings.

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### Conclusion

Overall, the awareness of GICS' purpose, role and achievements have increased throughout the past twelve months, with the launch of a new website and newsletter, gaining above industry engagement from stakeholders. The use of these tools together with increasing media releases and events, has assisted GICS to report on achievements on a regular basis. Almost 80% of the Stakeholder Communications Plan has now been implemented, with further activities due for completion in the next six months.

### Recommendations

1. That GICS continue to implement the now established communication and engagement activities and actively monitor their effectiveness in an ongoing manner. This should continue to be formalised through a revised Communications and Engagement Strategy.
2. That GICS undertake a communication and engagement survey in 2017/18.