

Key Insights is a successful Hunter based consultancy established in 1994 with clients across the country. Our team has a wealth of qualifications and expertise in applied research and evaluation, and professional experience in community and stakeholder consultation, strategic planning and social impact assessment. We are committed to quality and excellence, and underpin all our work with justice and professionalism.

Key Insights is committed to providing quality services that are people-centred and employ sound process and practice. We emphasise flexibility and give highest priority to working cooperatively with clients in order to respond to the dynamic nature of projects. Key Insights is committed to embracing corporate responsibility and pursuing outcomes of social justice.

Community Engagement Policy

Our view is that there is hardly ever a “single community voice” and therefore sound consultation seeks to engage with the entire community and reflect the diversity found within communities.

Key Insights’ Community Engagement Policy provides a practical framework, outlining our role in the community engagement process. It outlines our guiding principles, addresses the decision-making process, explains various engagement processes, strategies and tools, and the outcomes we strive for.

We provide clients with an exceptional service, ensuring:

- Sound processes are used throughout the engagement process;
- Consultation techniques are appropriate to the audience;
- Community feedback is received from the consultation process.

Key Insights’ Role

Key Insights has 15 years of experience in community engagement and consultation with a range of government agencies, private businesses and community organisations.

Key Insights provides an independent role in projects, facilitating the communication between our clients and the community.



Our Guiding Principles of Community Engagement

Guiding Key Insights throughout all consultation processes are a set of community engagement principles, including:

- **Understanding** of the project, the client’s needs and the community(s) which are to be engaged.
- **Transparency** of being an independent consultant, aiming to capture community views and opinions without judgement.
- **Approachability and Accessibility** of Key Insights’ staff, allowing community organisations, residents and groups to be comfortable to approach our company with their contributions and trusting of the decision-making process used.
- **Respect** of both the client and community, ensuring we do not discriminate, offend or insult any stakeholder through our actions, processes or behaviours.
- **Collaborative efforts** between our client and those sources that inform project outcomes
- **Open communication** between the Key Insights team, clients and the community, enabling effective communication to occur.
- **Reliability** in our processes, actions and deliverables, delivering high-quality professionalism throughout the engagement process, guaranteeing dependability to our client and the community(s) we are engaging with.
- **Prompt and accurate response** to community enquiries and questions; providing a quality and rapid reply to community residents and stakeholders, ensuring that both the client’s and Key Insights’ reputations are maintained.
- **Social justice** is the core driving principle of Key Insights, guaranteeing every person is treated equally and that the diversity found within each community is respected.

Decision Making Processes

Good social research and sound decision making is informed by high quality consultation. Key Insights specialises in a range of consultation services that enable clear and effective communication between our clients and the groups they wish to engage and consult.

Key Insights' decision-making process is informed by extensive resources and stakeholders, each contribution equally important as the other. Core sources of input into the decision-making process follow:



Community Engagement Tools

Key Insights utilises numerous community engagement methods and tools to ensure that clear and effective communication is achieved. Flexibility is ensured as each community engagement program is designed specifically to suit each individual project. Engagement and communication tool options regularly utilised by Key Insights include:

Method of Engagement	Options for Engagement
Facilitation	Public meetings, open information days, community workshops, round-table discussions, focus groups, public presentations.
Capturing Public Comment	Surveys, door knocks, letter-box drops, phone/intercept surveys, invitations for public comment and feedback.

Key Insights uses the latest cost effective technology, such as web based discussion groups to increase the community's involvement in the process.



Monitoring Our Success

Key Insights is committed to providing clients and communities with excellent quality and effective engagement and communication outcomes.

To ensure Key Insights' continuing success and strong reputation as one of the Hunter's leading social research companies we continually examine, advance and improve our business through monitoring our outcomes. Key Insights achieves community engagement success when:

- All potential issues have been scoped and explored.
- Thorough community conversation has occurred.
- Public comment has been captured and recorded.
- Project knowledge and understanding is transferred to the community(s)
- Community feels valued, having had input into the decision-making process.
- Both client and community are satisfied with Key Insights' response and customer service.

Contact Us!

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