



# EngagementHub



*better engagements* **greater insights**

*The power of a centralised,  
integrated and secure online  
solution for engaging, managing  
communicating and reporting.*



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# ABOUT US

**Engagement Hub is like no other software on the planet.**

It offers the only complete engagement and stakeholder management toolbox (community engagement, stakeholder engagement, stakeholder management and communications, issues management and reporting) - providing the only end-to-end solution. Trusted by all levels of government, corporates and not-for-profits.

Engagement Hub enables you to inform, collaborate and engage with your stakeholders and community 24/7 from anywhere, resulting in more effective, efficient and meaningful consultations. It has been designed to be best-in-class whilst also simple to use for both administrators and stakeholders.





A woman with long dark hair and a man with glasses and a denim jacket are sitting at a table, looking at a laptop screen and smiling. The background is a textured grey wall. There are several semi-transparent circular overlays: a large orange one on the left, and several grey ones of various sizes over the people and the background. The text is overlaid on a dark grey rectangular area in the lower right.

“More than **1.3 million people** have participated in a consultation powered by Engagement Hub.”



# OUR TEAM

In 2013, our Founder, a stakeholder engagement strategist with 25 years private and public sector experience, was frustrated with the limited software options on the market and administration burden of requiring 3-4 different software solutions to drive effective online engagement. With our Technical Development Manager and much determination and user testing, Engagement Hub was launched in March 2016.

Our team of stakeholder engagement strategists and software engineers collaborate with our clients to design and deploy more functions and features to ensure Engagement Hub continues to lead the way in digital stakeholder engagement.

Our clients not only benefit from world-class stakeholder engagement software but from our team's diverse experience across stakeholder engagement, communications, issues management, placemaking, economic development, community capacity building and software development.

**Our team are here to guide you through implementation and getting the best out of your software and engagement.**



“We are passionate engagement professionals, here to support you every step of the way and add value to your engagement projects and processes.”



# DELIVERING BENEFITS

Engagement Hub enables you to inform, collaborate and engage with your community and stakeholders 24/7 from anywhere, resulting in more effective, efficient and meaningful consultations. We bring together all your engagement into one centralised, integrated and secure online solution for collaborating, managing, communicating and reporting. Book your demo call with us today to understand how our software can transform your engagement activities.

## What makes Engagement Hub unique?

### **ENGAGEMENT SPECIALISTS**

We are community and stakeholder engagement specialists who collaborate closely with our software engineers to create proprietary software that works for our industry. We understand what you need and can add value to your engagement at every stage.

### **RAPID DEVELOPMENT AND DEPLOYMENT**

We can get you up and running within just a few days. We're also regularly releasing new software updates to make sure we are leading the way in engagement software and listening closely to what clients need to make their platforms even better and easier to manage.

### **CUSTOMISATION**

Offering unparalleled levels of flexibility and software customisation means you can develop a system that is uniquely yours. Unlike other software providers, we don't hem you in to set parameters. Instead we give you the freedom to customise your site, projects, widgets and how you manage your stakeholders and reporting.

### **REPORTING**

Our exceptional reporting system means you can oversee your site and projects instantly and with one click – generate a comprehensive, editable report. Delve into your segments, dissect your data and get perspective on your stakeholders – all in your easy-to-use reporting dashboard.

### **STAKEHOLDER RELATIONSHIP MANAGEMENT BUILT IN**

This is where it gets really unique! We are the only software to include a fully integrated Stakeholder Management tool where you can upload, record, segment, report and communicate with your stakeholders. No need for additional expensive software – our system helps you capture all your online and offline activity in one place.

### **FLEXIBLE OPTIONS**

We offer several flexible package options and don't charge extra for features like private projects or more platform administrators. We know your scope is unlimited so our plans, implementation services and support packages reflect that.





## Sectors

Engagement Hub's flexibility mean we work across most industry sectors. Here are some of the highlights:

### **GOVERNMENT & PUBLIC SECTOR**

Working with federal, state and local government as well as bodies, councils and committees, we are at the heart of transforming digital communication and consultation in the public sector.

### **HEALTH**

Supporting the health sector to communicate and consult, we power GP forums, health care committees and staff spread across vast districts to come together, communicate and collaborate and to work with their communities to collect feedback and work together for a better health service.

### **EDUCATION**

Helping universities, colleges and all other education establishments to engage internally and externally. Engagement Hub is proud to support many educational organisations to develop in-depth consultations and effective stakeholder management.

### **PLANNING & DEVELOPMENT**

Going deeper than statutory consultation, we help consultants and organisations working on large infrastructure or community projects to connect with residents and stakeholders involved in the development plans and to create genuine engagement and projects founded on collaboration.

### **EMPLOYEE & MEMBER ENGAGEMENT**

Large national bodies and forward-thinking companies use Engagement Hub to build a bridge between the organisation and employees and to generate relevant and worthwhile communication and collaboration.

### **NOT-FOR-PROFIT**

We power several amazing charities and NFP organisations to reach out to their audience and create meaningful connections. Stakeholder management is vital in the NFP sector and we support many to forge lasting relationships through effective, timely communication and engagement.

### **RESEARCH**

Engagement Hub is perfectly placed to support the research sector to reach more participants digitally and to effectively report on their data. Universities across Australia as well as national research bodies use our software to ease the administration burden and increase the reach and transparency of their research projects.

# CLIENT EXAMPLES

Click on the screens to view some of our client examples.



Cumberland Council

Moorabool Shire Council



## Australian Research Alliance for Children and Youth (ARACY)



## Shire of Mundaring



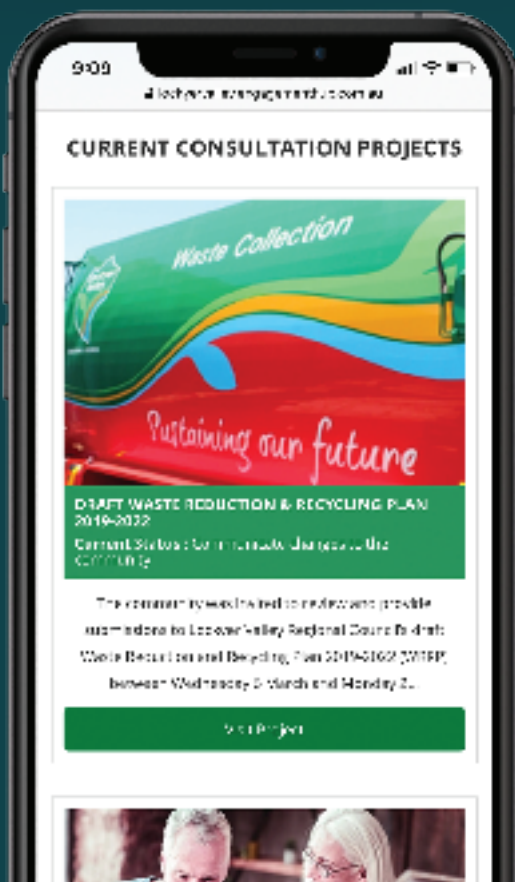


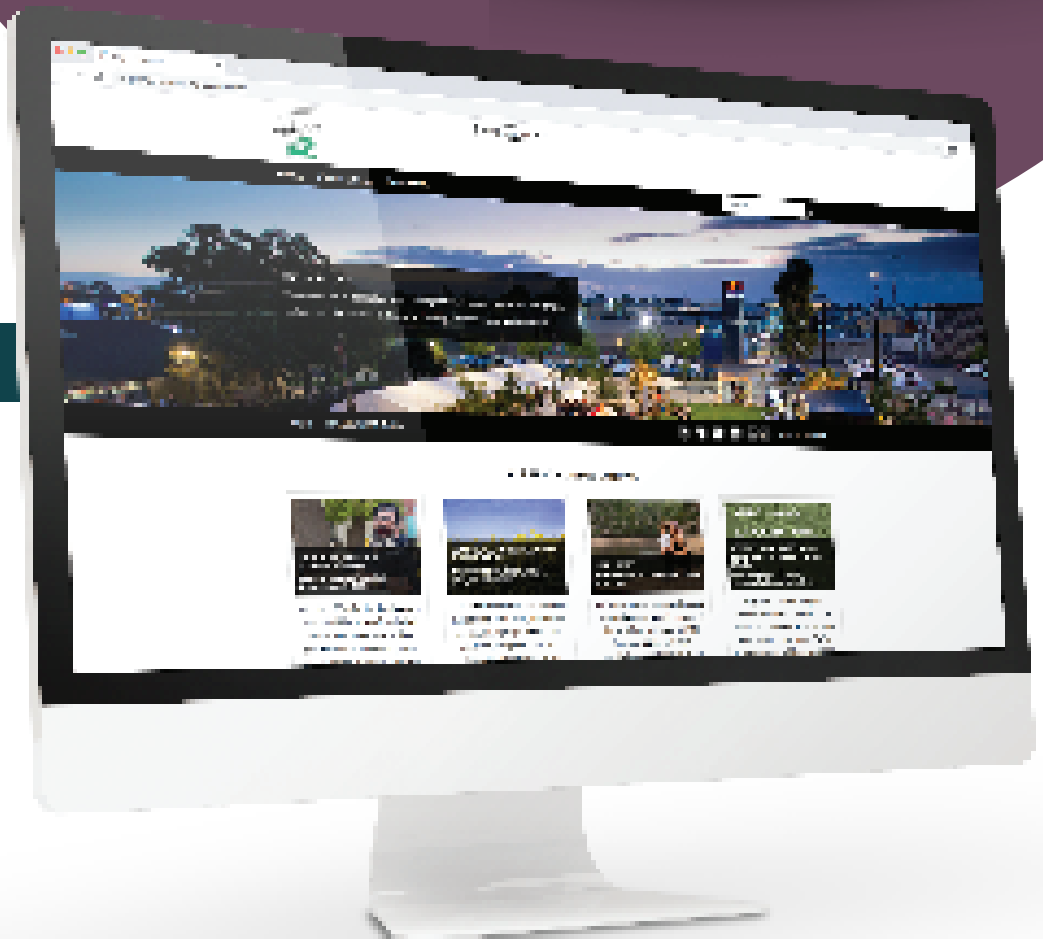
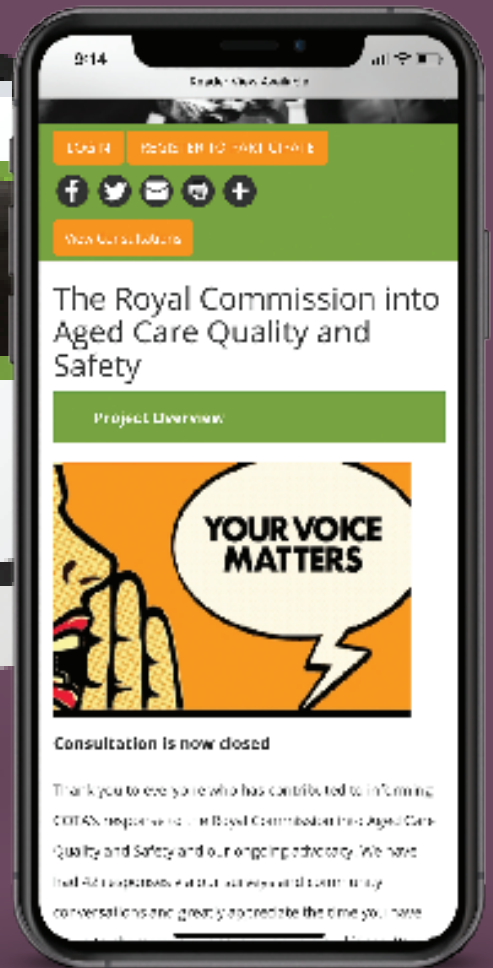
# CLIENT EXAMPLES



Kangaroo Island Parks

Lockyer Valley Regional Council





# EASY TO MANAGE

**Our intuitive dashboard and user interface make your platform incredibly simple to use. Created with a basic computer user in mind, day-to-day management is effortless. Create projects, choose widgets, segment your stakeholders and create instant reports – all with just one click.**

## Why Engagement Hub is so simple to use?

### **DASHBOARD**

As soon as you log in, you're straight into your secure administrator's dashboard where you can modify the system to your brand and style guidelines, define and import stakeholders, create new projects, view your insights, set your communication preferences – all from the main menu.

### **UNLIMITED PAGES AND PROJECTS**

You don't set limits on your future so we don't either. With our unlimited licence, you can add unlimited projects, several menu pages and build your site to be fully customised to your needs.

### **PERMISSION LEVELS**

With four levels of user permission levels (site admin, project admin, registered user and offline user) you can choose how your organisation manages engagement and how your community interacts

with you. Put your team in the driving seat on projects under your supervision or select what some admins can control.

### **VISIBILITY**

You can create unlimited private or public projects, so you have full control over what's visible and can promote key messages through features like Pop Up Messages, Above Footer content and customisable banners. Turn on and off features – use as little or all of Engagement Hub's features as you need.

### **BRANDING & DESIGN**

We understand how important it is to brand your platform correctly and we have created multiple ways to customise the look of your site from custom URLs, colours, fonts and layouts. Your dashboard directs you to all customisable elements and clearly guides you to what you need (e.g. image pixel size, colour palette). You select what's visible and

how you want to lay out your homepage and each project individually, helping you highlight what's important.

### **SOCIAL MEDIA**

Link and embed your social media profiles and encourage social sharing of your consultations.

### **BRINGING OFFLINE AND ONLINE TOGETHER**

Digital is a key part of any engagement strategy, but it doesn't stand alone. We've created software that helps you bring together all your activity in one place so you can oversee, manage and report on everything from one place.

### **UNDERSTANDING YOUR USER**

As engagement professionals, we understand what your users need and have created Engagement Hub to mirror their expectations. It's easy to manage on your side and easy to use for your audience.



## We're here for you

To make it even easier, we're here to guide you every step of the way too.

### **IMPLEMENTATION**

Choose the level of implementation support you need from DIY to full service.

### **TRAINING**

As standard, we offer tailored online training, strategic project and pre-launch platform reviews as well as ongoing support each month. Our online knowledge centre allows you to access training on all areas as well as full platform accreditation (coming soon).

### **SUPPORT**

Our clients love the support they receive from Engagement Hub – it's second-to-none! Whether you have our standard or premium support packages, your dedicated Engagement Specialist is available for you each month to help you get the best out of your stakeholder management tool and generally set you up for success.





# YOUR AUDIENCE

## User Experience to 'User Following'

### **USER DASHBOARD**

Every stakeholder can access their own dashboard to edit their profile / preferences, unsubscribe and view their activity. If User Following is enabled, they can view who follows them and who they follow.

### **ENGAGING TOOLS**

24 informative and collaborative tools to engage with diverse groups and projects with more in development.

### **MITIGATE USER FRUSTRATION**

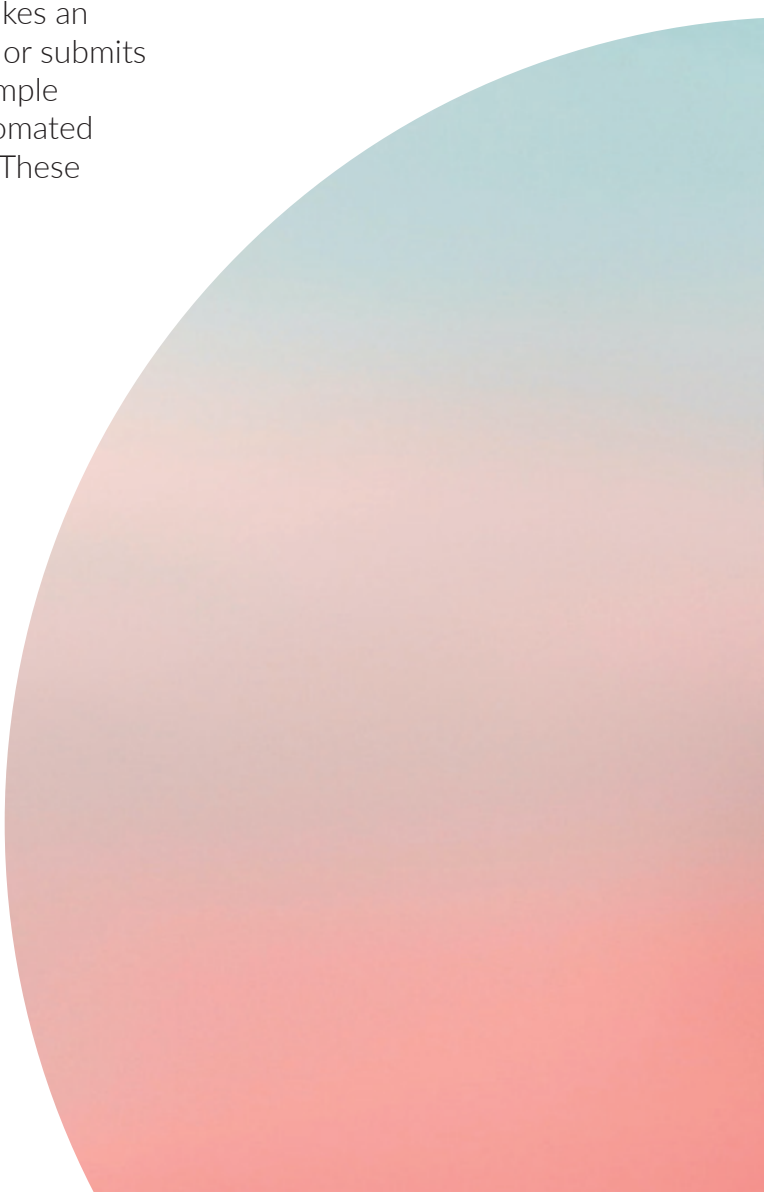
Option to enable account approval on email verification and disable moderation on project/tool/item level resulting in a dynamic user experience.

### **EMAIL CONFIRMATIONS**

Whenever a registered stakeholder undertakes an action e.g. registers or submits a comment, for example they receive an automated confirmation email. These template emails are modifiable.

### **SOCIAL SHARING**

If social sharing is enabled, your stakeholders can assist you in sharing your consultations via their social profiles.



## Stakeholder Relationship Management System

### **STAKEHOLDER RELATIONSHIP SYSTEM (SRM)**

Integrated SRM to manage / view stakeholders and their online activity. Add offline activity/notes to individuals and groups.

### **USER REGISTRATION**

Create a bespoke user registration form to capture as little or as much data as you need.

### **IMPORT DATABASES**

Import existing stakeholders into the system and quickly invite them to register (converting them from offline to online user) or to collaborate in a private consultation.

### **STAKEHOLDER SEGMENTATION**

Add custom categories and segments to group stakeholders. Optional to include segments in the registration form to enable self segmentation.

### **SEARCH STAKEHOLDERS**

Search stakeholders by a range of fields and custom segments. Download individual stakeholder reports.

### **EMAIL /NEWSLETTERS**

Email individual or groups of stakeholders directly through the system. Including based on demographics, segmentation and by activity undertaken or not undertaken.





# FLEXIBILITY IN ACTION

One of the unique elements of Engagement Hub is the unprecedented level of flexibility and customisation available. We know how individual each organisation and even each consultation can be, so we've built in complete flexibility into our licences, support packages and over the entire software. You choose what's visible, you choose who can access what and you can design how it looks to suit your organisation.

## **IMPLEMENTATION & SUPPORT**

You choose the level of support you need to set up and run your platform. We're here for you whether you choose DIY or for us to implement and update your system.

## **# PROJECTS**

Select the software licence package based on your requirements: one project licence; up to 4 projects per annum licence; or unlimited projects per annum.

## **PRIVATE AND PUBLIC PROJECTS**

On individual projects determine who can view and participate in each project. Just a tick of a box can change the status from private to public and unlike others, we don't charge extra for private projects.

## **PROJECT STATUS**

By default when setting up a consultation it is set to 'unpublished' status. At anytime change the status to published, in review, closed or archived.

## **PROJECT SCHEDULING**

Going on holiday when your consultation is due to go live or close? Not a problem, with Engagement Hub every consultation can be date and time scheduled

## **PROJECT CLONING**

Duplicate an existing project and create templates to clone to save time when setting up new projects.

## **COMMENT MODERATION**

You control the level of moderation per widget, per project and across the site.

## **TOOL SELECTION**

Each project includes an independent widget tool dashboard. Each tool can be disabled / enabled throughout a consultation lifecycle.

## **DESIGN**

Add your custom branding, URL and colours. Rearrange the layout of your widgets within each project, change or hide titles and fully customise your homepage layout.



# ALL-IN-ONE CONSULTATION TOOLBOX

## Information Tools



### **PROJECT OVERVIEW TOOL**

Provide a summary of what the consultation is all about. Determine if it is public (viewable by all) or private (invitation only).



### **LATEST NEWS / BLOG TOOL**

Keep your stakeholders and community informed with updates and media releases.



### **PROJECT BACKGROUND TOOL**

Provide your stakeholders with the background/history of the project/program you are engaging on – embed anything to support the project.



### **DOCUMENT LIBRARY TOOL**

Include relevant plans, documents, spreadsheets and presentations in a well laid-out folder system.



### **FAQ TOOL**

Frequently Asked Questions on a project/consultation basis – includes categories.

## Communications

### EMAILS AND NEWSLETTERS

Send individuals or groups of stakeholders newsletters and emails. Even target users who have not participated.

### SYSTEM GENERATED EMAILS

When a user undertakes particular tasks e.g. registers, makes a comment or RSVPs to an event, they are automatically sent an email notification.

### INSTANT PROJECT UPDATES

If a user is following a project, when the project admin posts a new item / update they can elect to instantly send an update to project followers.

### REJECTION NOTIFICATIONS

If you decide to not publish a user's comment or unpublish their comments, send a message to explain why the comment has been rejected.



#### IMAGE GALLERY TOOL

Upload photos and images.



#### PROJECT LINKS TOOL

Create links to external URLs on a project basis.



#### VIDEO GALLERY TOOL

Embed YouTube, Vimeo and Animoto videos.



#### CUSTOM WIDGETS

Two flexible rich content areas for adding further information, images, videos and block quotes.



#### WHO'S LISTENING TOOL

Humanise - show that 'real people' are listening to the conversation.



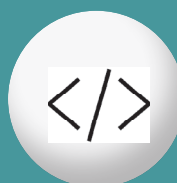
#### PROJECT BANNER TOOL

Display unique banners and sliders for each project.



#### PROJECT TIMELINE TOOL

Publicly display the steps within your engagement process and other key dates of the project.



#### EMBED ANYTHING TOOL

Embed source code and/or iframes for Twitter, Facebook, Slideshare, Prezi etc.

# ALL-IN-ONE CONSULTATION TOOLBOX

## Participation Tools



### **SURVEY TOOL**

Our flexible survey tool enables surveys with 11 question types and various report options.



### **QUICK POLLS TOOL**

Make it easy for the community to assist you in prioritising options with text, image, audio and video polls.



### **INTERACTIVE MAPPING TOOL**

Enable the community to pin by category and respond to comments on an interactive map! Others can like, dislike and respond.



### **ADVANCED MAPPING TOOL**

Overlay layers of your GIS map and ask for feedback on a defined location within your map. The community can pin by category and engage with other comments.





### FORUM / Q&A TOOL

Get a conversation going with our online forum.



### INTERACTIVE PDF / IMAGE TOOL

Upload your concept plan and have your stakeholders pin comments directly onto it!



### IDEAS & STORY WALL TOOLS X 2

Creative tools for stakeholders to pitch ideas and share their stories and have them voted on.



### SUBMISSION TOOL

Anyone can quickly complete an online submission, including attachments.



### EVENTS REGISTRATION TOOL

Notify and encourage your community to attend workshops, forums and events. This is a complete event registration system!



### BUDGETING TOOL

A easy-to-use budget simulation tool for consulting on simple to complex budgets.

# FAST DATA-DRIVEN REPORTING

Our extensive reporting systems allow you to easily view how users are interacting with your project, enabling you to segment, communicate and continually further your engagement.

## Consultation Reporting

### **COMPREHENSIVE PROJECT REPORTS**

With one click, download a comprehensive Microsoft Word .doc report which includes all online and offline feedback so you can edit and customise.

### **INDIVIDUAL WIDGET TOOL REPORTS**

Each feedback widget tool item generates a detailed .csv report which links the users registration information with their feedback.

### **GOVERNANCE AUDITING REPORTS**

Download a detailed activity report on individual projects including every online and offline action taken on a consultation project.

### **MONITOR PROJECT SUCCESS**

At anytime quickly view your success in reaching your stakeholders and converting them to active participants.

### **TAG COMMENTING AND SENTIMENT**

Create custom topic categories and tag to quickly identify key themes and sentiment. Turn qualitative feedback into quantitative data in one click.

### **ACTIVE USERS**

Review who your most committed users are. Use this information to invite them to participate in working groups including community reference groups, committees and citizen panels.

### **INFLUENTIAL USERS**

Quickly view the users whose comments are gaining the most support or lack of support. Monitor their social media influence via the SRM.

### **USER DEMOGRAPHICS**

Are your registered users who are participating reflective of all your stakeholders? Spatially, also view a heat map of users locations.

# SECURITY AND COMPLIANCE

**Engagement Hub prides itself on our top-level security and compliance. When working with us, you know your data is safe and your platform is accessible to all.**

## Software and Data Centre Security

Our team adopt the latest in cybersecurity technologies

- Secure Dedicated Data Centre located in Sydney, Australia
- 100% cloud-based solution – no software downloads required
- SSL and TLS are installed on our server so data is encrypted in transit
- Data is encrypted end-to-end with TLS1.2 at the transport layer
- Uptime: We are committed to providing reliable cloud-based software backed by a 99.99% uptime guarantee. The software and server is monitored 24/7
- Backups occur daily to a centralised backup system for storage
- Data stored on a RAID 10 array. O/S stored on a RAID 1 array.

**Please refer to our full security statement.**

## Data Privacy and Protection

### **PRIVACY COMPLIANT**

Complies with privacy and data protection legislation and regulation. Includes the Australian Privacy Act 1988, Privacy Regulation 2013 and the Privacy Amendment (Enhancing Privacy).

### **DATA CONFIDENTIALITY AND INTEGRITY**

Your data is not shared with us or any third party. Only clients and their nominated project administrators have access to their users and data. 2FA optional for all user levels.

## Accessibility Compliant

### **100% RESPONSIVE**

Built for all devices, browsers and operating systems.

### **100% ACCESSIBLE**

Accessibility Compliant: Tested for WCAG 2.0 Level AA.

### **LANGUAGE TRANSLATOR**

Built-In Language Translator featuring over 100 languages.

# SELECTING AN ONLINE ENGAGEMENT PLATFORM

**Governments and organisations are increasingly recognising the importance of online stakeholder engagement and management in enabling more stakeholders to participate in deliberative dialogue. Not only does it result in better transparency and better outcomes, but it improves efficiencies and saves valuable resources. The question now is not 'if' you have a community and stakeholder engagement platform, but 'which' platform are you using.**

A cloud-based online engagement platform is an enabler to deliver exceptional digital consultation and engagement. To maximise the success of your platform and to achieve strong engagement, thorough due diligence is paramount.

When selecting your software provider, you need to assess several key factors such as security, functionality and features and compliance.

However, it's also important to look at the type of support you will receive, the experience of the company and the flexibility in approach and functionality. A rigid system with add-ons at an extra cost can become costly in more ways than financially. Look for a company that understands genuine engagement and will walk with you to achieve it.

Finally, it's vital to consider how you will resource your platform and engagement plans and develop a 'business case' approach to selection, implementation and ongoing support.

Ask how your software provider can add value and assist you in project setup, customisation and ongoing engagement expertise. This is much more than a technical selection - it needs to be based on an understanding of what's important for your organisation's communication and engagement objectives.

Getting value for money is, of course, a vital element and it's important you include lifetime costs as the use of your platform grows. Hidden extras for added administrators or private projects need to be considered at selection stage



## Ask these key questions when considering which platform to choose

### Support and Advice

- What level of support is included with your software licence?
- Does the business provide additional expert stakeholder engagement services?

### Functionality and Features

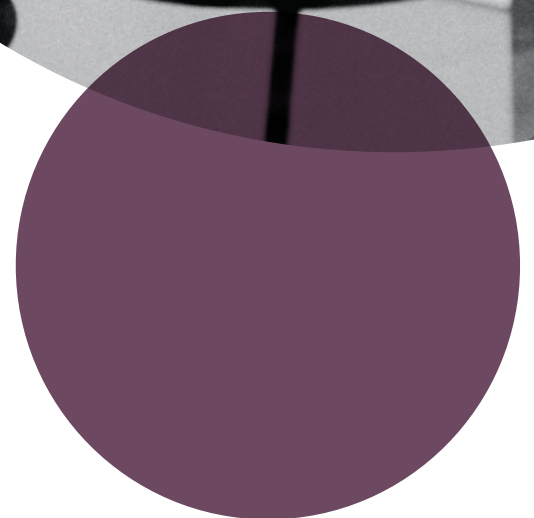
- Does the platform meet your objectives?
- Is there an array of versatile tools available to suit different types of consultations?
- Is a stakeholder management tool built in?
- How collaboratively does the business work with clients to develop new features? And request the development changelog
- How frequently are new features deployed?
- Does the platform provide value for money?

### Security and Data Security

- How robust are the security infrastructure and practices put in place?
- Who has access to your user data and how is it encrypted?
- Is your platform hosted in a secure data centre in Australia?
- Is the installation of SSL/TLS Encryption included within your licence fee?

### Compliance and Accessibility

- Is the platform compliant with government privacy legislation and regulation?
- Does the platform comply the global web accessibility protocol with WCAG 2.0?
- To enable participation by all stakeholders, is a language translator built in?





# SOFTWARE LICENCE OPTIONS

Choose from single, 4 project or unlimited project licences. We work with you to ensure you have the licence arrangement, implementation plan and support package to suit your requirements. You have the option to undertake DIY self-implementation or for our team to undertake fast-track implementation.

## Support Packages Available

### **Standard Support (Included with all Engagement Hub Licences)**

- 24/7 Help Desk Team for technical assistance
- Two Hour Screen Share Meeting / Training to assist your team in getting started
- Pre-launch Platform and Project Review
- Ongoing collaboration of new features and functionality
- Access to online resources including instruction manuals, tips, image library etc
- One hour of virtual training and/or advice per month

### **Premium Service Package**

- All elements of the Standard Support Package
- Two hours of additional pre-launch training
- Ongoing review of your site and projects
- A dedicated Stakeholder Engagement

Strategist to provide you with eight hours of service per month. The service provided is based on client needs at any stage and typically includes a mix of management and updating of your site, creating new projects/ consultations, independent moderation when commenting tools are being utilised, providing strategic advice on your online consultations or compiling reports on your consultations.



# NEXT STEPS

Making your next step towards the most comprehensive engagement platform is simple.

1

Explore the [Engagement Hub Demo Site](#)

2

Contact us on +612 8007 4277 or [website](#) to discuss your needs

3

Request an Engagement Hub proposal

4

Book a virtual demo via our [Calendly](#) and we show you how the software can be tailored to meet your exact objectives

“


*Engagement Hub is easily one of the better priced online engagement platforms. The simplicity of its layout and operation is reflected in its cost, while also meeting the high expectations of our residents for informative and engaging community consultation opportunities.*

*Our experience of Engagement Hub staff is that they are competent and experienced engagement specialists. The staff have enthusiastically provided practical and useful support and advice for both set-up of Engagement Hub for our projects, and more broadly, they have been able to give advice and support for other aspects of our community consultation efforts.*

Brendon Lott, Manager  
Community Development,  
City of Prospect

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